TECHNOLOGY DEPT.

MARCH 5, 1951

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5229 PUTMAN DR HIGH
DETROIT 2

PUBLIC LIBRARY
MAR 5 1951
DETROIT

WLEE

IN RICHMOND NOW

5000

WATTS

More power! More listeners! More value for every advertising dollar! Just read this success story: A Richmond aluminum awning company bought a schedule on WLEE. *In three short weeks, sales directly traceable to WLEE more than paid for the entire 13-week schedule!* So many calls came in that the company couldn't keep up with them.

Fast, profitable results like these from WLEE make local Richmond merchants call WLEE the best buy in town. More and more national advertisers are using WLEE because they like this kind of action, too. Call in your Forjoe man for the whole story!

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

NOW AVAILABLE:

WORLD NEWS ROUND-UP

The noted CBS cooperative

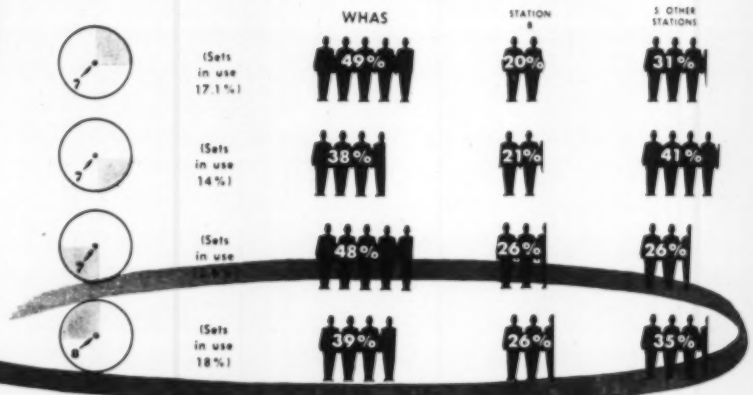
Rating of 7.1

7:45-8:00 A.M.

Monday thru Saturday

Look at the Rating!

SHARE OF AUDIENCE



ABOUT THIS SURVEY: All figures are from a coincidental radio listenership survey just completed by the University of Louisville, the most intensive such survey ever made in Louisville. The number of calls was twice the usual sample size.

WHAS IS NOTED FOR NEWS

The WHAS newsroom and its extensive coverage of local and regional news has earned consecutive NARND awards in 1949 (AM) and 1950 (TV). People in Kentuckiana *just* naturally tune to WHAS for all news . . . local and network.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

YANKEE Coverage is *Local,* too!

Any Yankee station anywhere in New England is as home-town as any local enterprise or utility. It is an important cog in community affairs, and it provides a quick and friendly means of introduction to everyone in town.

Decidedly, the better way to sell New England is to make it a local sales job by taking advantage of this Yankee acceptance and popularity in each market.

Here is a network audience built up over the years, firmly established and without rival, because no other New England regional network covers so great an area or combines so much effective local coverage of important markets.

The Yankee Network's 29 home-town stations offer you the most effective means of building and maintaining sales volume in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

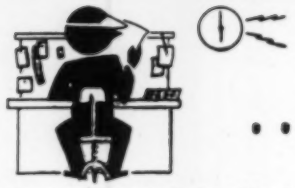
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879



Closed Circuit

NEWS MAY break soon on gift of WATL Atlanta, by James W. Woodruff Sr., Coca Cola tycoon, to Emory University, Atlanta. Station, now 5 kw independent on 1300 kc, formerly on both ABC and Mutual. Networks now are on WGST, operated by Georgia Tech, and it's presumed that if transfer is consummated, Mutual might switch back to WATL.

IMPORTANCE of joint recap of research confusion in radio-TV (see page 23) shown by plans of American Assn. of Advertising Agencies and Assn. of National Advertisers to publish committee document as research catechism.

WHEN FCC APPEARED before House Appropriations subcommittee in closed session last week, Acting Chairman Paul A. Walker opened proceedings by stating flatly that Wayne Coy, now on "long-needed vacation," would return in early or mid-March and resume his FCC chairmanship.

FM STATION group planning to send southern broadcaster to England and Germany in search of factories able to turn out FM sets to meet what they contend to be U. S. demand. Also in sight is huge petition demanding Congress, Dept. of Justice and Federal Trade Commission probe purported refusal of set makers to produce enough FM receivers.

INTRIGUE OVER ratification of NARBA (North American Regional Broadcast Agreement) intensifies as Senate hearings on controverted agreement approach. In addition to Clear Channel group, opposing ratification (see story page 34), Daytime Petitioners Assn. representing daytime stations operating on Mexican clears which are seeking fulltime, are asking their Senators to oppose treaty unless FCC grants them fulltime. Supporting ratification is FCC, State Dept., non-clear channel stations organized by Ed Craney, Pacific Northwest Broadcasters head, and ABC. Other networks, so far as known, are non-committal.

SEVERAL STATIONS may quit in huff because California State Radio & Television Broadcasters Assn. reported vote favoring ratification of NARBA agreement [BROADCASTING • TELECASTING, Feb. 26] as "unanimous." Disgruntled stations say report was "railroaded" through as last order of business on agenda when several interested managers were not present.

HEARINGS, after all, on radio legislation in House, according to 11th-hour word Friday from sanctum of Chairman Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee. As soon as work load permits, it's reported, hearings will be held on new McFarland Bill to which House-approved monitoring bill (HR-1730) was attached by Senate Committee last week (see story, page 30, editorial, page 46).

LACK OF STANDARDIZATION in TV may bring new troubles to Europe's confused and

(Continued on page 90)

Upcoming

March 7: BMI Board Meeting, BMI Offices, New York.
March 7-13: Excise Tax Hearings, House Ways & Means Committee, Room 1102 New House Office Bldg., Washington, D. C.
March 9-11: Station Problems Conference, U. of Oklahoma, Norman, Okla.
March 10: West Virginia Broadcasters Assn., Frederick Hotel, Huntington, W. Va.
March 13: NARTB-RTMA-FM Industry Committee Joint Meeting, Washington, D. C.

(Complete list of Upcomings on page 66)

Bulletins

FOREMOST DAIRIES, frozen orange juice, Jacksonville, Fla., preparing spot announcement radio schedule in about 30 markets to start March 12 through Fletcher D. Richards, New York.

ASCAP-INDUSTRY SESSIONS FAIL TO BRING ACCORD

NEGOTIATIONS between All-Industry TV Per Program Committee and ASCAP negotiating committee wound up with no agreement Friday, after three days of continuous meeting in New York. TV committee proposals for straight per program deal were rejected by ASCAP whose proposals were turned down by TV committee.

ASCAP expected shortly to mail to 107 U. S. TV stations its unnegotiated license, understood to include following terms, which industry committee rejected:

Stations with annual local gross receipts under $150,000 would pay 8.5% commercial rate and 2% sustaining rate; stations with annual gross of $150,000 to $300,000 would pay 9% commercial rate and a 2.25% sustaining rate; stations grossing over $300,000 would pay 9.5% commercial rate and 2.5% sustaining rate, all charges applying only to telecasts including ASCAP music.

Percentage payments would be based not on station receipts but on one-time rates as published in Standard Rate & Data Service, without deductions for contract discounts, agency commission or sales costs. TV committee estimated proposed formula would at least double radio per program rate and might run much higher for some stations.

BE RADIO-READY!

MONTH-LONG on-the-air campaign urging listeners to repair or replace faulty radio sets begun by WOW Omaha and may be taken up by other Nebraska stations at suggestion of Nebraska Broadcasters Assn. Theme of campaign: "If world peace efforts fail, your radio will be the most important device in your home. Buy a new one or see that your present sets are put in first-class condition now."

Business Briefly

LEVER SPOTS ● Lever Bros. (Silver Dust) starting daytime radio spot announcement campaign April 2 in about 50 markets, 24-week contracts. Agency, Sullivan, Stauffer, Colwell & Bayles, New York.

RAZOR SERIES ● American Safety Razor Corp., Brooklyn (Blue Star, Treat blades), in mid-March starts four-week radio spot campaign in about 90 markets. Agency, BBDO, New York.

VITAMIN NEWS ● Vitamin Corp. of America (Rybutol), sponsoring *Gabriel Heatter* 7:30-7:45 p.m. over MBS, Thursday, beginning March 29. Harry B. Cohen Inc., New York is agency. Rybutol replaces Amurol Products, Chicago, currently sponsoring Mr. Heatter through O'Neill, Larson & McMahon, Chicago.

CRACKER CAMPAIGN ● National Biscuit Co., New York (Sugar Honey graham crackers), preparing radio campaign using news programs and daytime breaks in about markets, starting May 1. Agency, McCann-Erickson, New York.

H-R APPOINTED ● WMSC Columbia, S. C. appoints H-R Representatives as exclusive national representative.

BUDWEISER CO-OP ● Anheuser-Busch, St. Louis (Budweiser beer), starts co-op deal series of transcribed five-weekly 15-minute *Lonesome Gal* on minimum of 10 Montana stations, 52 weeks. Program packaged by Cheshire & Assoc., Hollywood. Agency D'Arcy Adv. Co., St. Louis.

KATZ TO BAB BOARD

STATION representatives due to get their membership on new BAB board soon, with Eugene Katz, of Katz Agency, in line for appointment. He probably will be assigned to Research Committee. Present directors from representative field: Lewis H. Avery, of Avery-Knodel, and H. Preston Peters, of Free & Peters (see BAB story page 25).

MILBOURNE ELECTED

L. WATERS MILBOURNE, formerly executive vice president of WCAO Baltimore, elected president of station. He succeeds his father Lewis M. Milbourne, who has retired from active business.

KNEB SCOTTSBLUFF TO MBS

KNEB Scottsbluff, Neb., independent, will become MBS affiliate about March 15; station owned and operated by Platte Valley Broadcasting System, operates on 970 kc with 1 kw day and has CP for 500 w night.

POTTER MOVES TO B&B

DANIEL POTTER, NBC, joins Benton & Bowles, New York, as director of media for Procter & Gamble accounts.

IVOR KENWAY JOINS GREY

IVOR KENWAY, former vice president of ABC, joins Grey Adv. Agency, New York, in executive capacity.

SOUND..

DALLAS BANKERS INVEST IN

KRLD-TV

Dallas banks are alert, progressive and enterprising . . . and with a banker's sure sense of sound investment value, three are regular users of KRLD-TV . . . with several others in the production stage.

KRLD-TV, the CBS station for Dallas and Fort Worth serves the largest metropolitan market in the Southwest. More than a million urban population in the primary coverage area, and more than two million in the 100-mile radius. A market with more television receiving sets than any other market in the nation of comparable size.

this is why

KRLD-TV

is your best buy

CHANNEL 4 DALLAS

OWNERS AND OPERATORS

K R L D

50,000 WATTS

COVERING THE GREAT SOUTHWEST

MARKET EMPIRE

THE TIMES HERALD STATION

EXCLUSIVE CBS OUTLETS FOR

DALLAS-FORT WORTH

JOHN W. RUNYON, Pres., CLYDE W. REMBERT, Gen. Mgr.

THE BRANHAM COMPANY, Exclusive Representative

BOOTS & SADDLES

—and hassenfeffer

The interesting thing about people is how different they ain't. Witness: a couple of years ago, we got the idea that Milwaukee hausfraus had never been subjected to Western music and maybe they'd like it. On the air went Ranch House Roundup, complete with a Western mc whose drawl was as broad as Lake Michigan. Request mail poured in almost immediately, hundreds a day.

Now Hooper tells us that—directly bucking three top shows on the three networks serving this market—our little old Ranch House Roundup does all right. In fact, it has ten percent *more* audience, in one of the reported periods, than the average for the competing network shows.

Ranch House Roundup is on the air for two hours a day, right after the noon news, right before the perennially popular Fritz the Plumber.

Want to join our rodeo?

Jerry Sies

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

"My aunt in Iowa sends us one every Easter"

You've probably never seen an Easter ham delivered like this—and you don't want to. You want *just ham*—not a whole hog.

It's specific wants like these that put the meat packing companies in business a long time ago. And it's these same wants that keep them in business.

You, of course, can use only a small part of a meat animal at one time. But the meat packer sees to it that *all* the meat finds customers—that there is no waste.

A single porker, for instance, is converted into as many as 80 different pork products that may be bought by as many different people.

You buy what you want when you want it. And the cost of this service is kept remarkably low by other activities of meat packing. By saving and finding buyers for by-products that end up in such things as pharmaceuticals, shoes, buttons, brushes and insulation, meat packers earn an important income that is applied against the cost of processing meat.

American Meat Institute

Headquarters, Chicago • Members throughout the U.S.

Listeners decided it was time he had another sponsor

"I am very happy to announce," writes Fred Stevenson of KGRH, Fayetteville, Ark., "that the Arkansas Western Gas Company has signed a 26-week contract for Fulton Lewis, Jr., five-a-week across the board."

KGRH had been carrying the program sustaining. An announcement was made on one broadcast indicating that, unless the response justified carrying the program as a service to the audience, Mr. Lewis would no longer be heard on KGRH. "In five days," Mr. Stevenson continues, "we received 796 pieces of mail, requesting that we continue the program." Several inquiries from potential sponsors were also received. KGRH closed with the first, the Arkansas Western Gas Company, after this impressive demonstration of audience loyalty.

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

agency

BLAYNE BUTCHER, former radio and TV director Newell-Emmett Co., and more recently television producer KTTV (TV) Hollywood, to Cecil & Presbrey Inc., N. Y. His responsibilities will include the *Somerset Maugham Radio Theatre* and the *Johnny Olsen Luncheon Club* shows.

Mr. Butcher

HAWLEY TURNER, president, and **FRANKLYN W. DYSON,** vice president in-charge of radio and TV, Turner & Leach Co. Inc., N. Y., purchase company as equal partners. It will be known as **TURNER & DYSON Inc.** Mr. Turner continues as president and Mr. Dyson becomes executive vice president and treasurer.

ORIN L. LANCASTER, Morse International, N. Y., treasurer for past five years, to Federal Adv., N. Y., as treasurer.

WALTON BUTTERFIELD, vice president H. B. Humphrey Co., N. Y. and Boston, has resigned to open his own firm, specializing in radio and TV advertising and public relations service under his own name effective March 1. Office will be located at 33 West 42nd St.

on all accounts

TWENTY YEARS ago Frank Baker renounced dramatic stock for a job as announcer-writer on WKZO Kalamazoo. This proved to be the most prudent decision of Mr. Baker's life, for it launched him on a series of broadcasting and writing situations that prepared him for his present position as radio-television director of Reincke, Meyer & Finn agency, Chicago.

One of the more articulate agency men on the Chicago scene, Frank Myers Baker is as accomplished a writer as he is a speaker. Chicagoans know his voice as the Edgewater Beach Hotel announcer of the mid-thirties. Those were the days when the famous North Shore hostelry originated some 20 radio shows weekly—a number of them to the CBS network. Mr. Baker was retained at the "Beach mike full-time. But few Chicagoans know that Frank also wrote the *Salty Sam the Sailor* kid series on WMAQ Chicago; *Safety Legion Time*, starring Colleen Moore on WGN Chicago and Mutual, and for time, as a free lance writer, did radio copy for the *Morris B. Sachs Amateur Hour* on WENR Chicago and Coco Wheats, advertised on over 30 stations.

FRANK

Founder of Reincke, Meyer & Finn's radio-television department in 1946, Frank was born 42 years ago in Reading, Mich. His father, a salesman, moved the family to Springfield, Ill., within a few years, however, and Frank went through grade and high schools in the Illinois capital. He won a scholarship to Ohio Wesleyan U., but before graduating joined the Gifford Players, a stock group popular in central Illinois. He then shifted to the Henderson Players, based in Kalamazoo, and a year later joined WKZO.

Mr. Baker invaded Chicago in 1932 and for two years served WAAF as an announcer and writer. The next four years were spent at Edgewater Beach and on the continuity staff of NBC Chicago. In 1936, Frank became continuity editor at WLS, Chicago where he remained six years, moving up to assistant program director and, in the early months of World War II, war program director.

For about two years prior to his joining the Marine Corps in 1944, Frank was Chicago program director for Marshall Field's Ham-

(Continued on page 75)

beat

GEORGE C. HEASLIP, Prentice Hall Inc., N. Y., to Cecil & Presbrey, N. Y., as public relations executive.

SAMUEL M. REED, Foote, Cone & Belding, N. Y., to Abbott Kimball Co., N. Y., as an account executive on American Bemberg Corp.

FREDERICK W. PAYNE, copywriter O. S. Tyson Inc., N. Y., to G. M. Botsford Co., same city, as account assistant.

EARL MATSON, production manager Botsford, Constantine & Gardner, S. F., to production department Brisacher, Wheeler & Staff, same city.

J. WARREN SCHLOAT JR., assistant producer Young & Rubicam Inc., N. Y., transferred temporarily to Hollywood office.

H. R. LEON CO. INC., N. Y., moving to new and larger offices at 119 W. 57th St.

FRED BARASH, Benton & Bowles, Phila., to Lavenson Bureau, New Foods Products Div.

DAVID JOHNSON, TV department Richard A. Foley Adv. Inc., Phila., resigns.

MAX BERKING, copy research department McCann-Erickson, N. Y., to Maxon Inc., N. Y., as assistant to **CARL WIDNEY,** account executive on General Electric Receiver Division account.

WALSH ADV. CO. Ltd. and **WALSH INTERNATIONAL ADV. LTD.** have moved into joint new offices in new Bank of Nova Scotia Bldg., 44 King St., W., Toronto.

JOSEPH A. MORAN, vice president and associate director of radio and TV, Young & Rubicam, N. Y., appointed supervisor of production of *Pulitzer Prize Playhouse* on ABC-TV, succeeding **EDGAR PETERSON.** Mr. Peterson has resigned to return to the motion picture industry. Program is sponsored by Jos. Schlitz Brewing Co., Milwaukee.

DAVID KNOX, account executive William Kester & Co., L. A., to Mogge-Privett Inc., L. A., as service representative. **DAVID ROSE,** associate art director Erwin, Wasey & Co., L. A., named to staff as art director.

Address Changes: **THE ED SHAPRIO Adv. Agency,** Philadelphia, moves to larger quarters in Weightman Bldg. at 1524 Chestnut St. **ERNEST WILLIAM GREENFIELD Inc.,** Philadelphia, moves to larger offices at 1518 Walnut St. **RUTHRAUFF & RYAN Inc.** moves Dallas office to Suite 1218, Reserve Loan Bldg. **PHILIP KLEIN Adv. Inc.,** Philadelphia, moves to new offices at 1516 Locust St.

RODNEY ERICKSON, radio-TV director Young & Rubicam, N. Y., addressed the radio and television clinic of advertising club of New York's advertising and selling course last week on "Radio and TV Programming."

BUCKINGHAM GUNN, radio-TV department Foote, Cone & Belding, Chicago, named to public relations committee of Illinois division, American Cancer Society. Working with him will be **WALFRED JOHNSON,** account executive, Ruthrauff & Ryan.

WALTER ERICKSON, radio-TV director Gray & Rogers, Phila., and **BETTY LYNCH,** his secretary, to be married.

REGGIE SCHUEBEL, partner Wyatt & Schuebel, N. Y., appointed public relations chairman for April Cancer Crusade. As regular member of Crusade's promotion committee, headed by **DUANE JONES,** Miss Schuebel will be responsible for the appeal's radio and TV programming for third consecutive year.

JAMES J. D. SPILLAN, executive vice president Benjamin Eshleman Co., Philadelphia, elected governor of new Advertising Federation of America district of the advertising clubs of Pennsylvania. Other officers include **NORMAN KLAGES,** Pittsburgh, lieutenant governor; **MORTON SIMON,** Philadelphia, secretary, and **FRANCES REARDON,** Scranton, treasurer. Directors include the officers and **JUNE MacCLOSKEY,** Wilkes-Barre; **JOE VANSTON,** Scranton; **ALICE MOONEY** and **TERRIE ROSENBERG,** Philadelphia; **J. EARL ELDER,** Pittsburgh, and **DON NOKES,** Johnstown.

ON THE
WASHINGTON SCREEN

MONDAY THRU FRIDAY
from 2 to 3 p. m.

more people watch

HOLLYWOOD MATINEE

on **WMAL-TV**

*than the other 3 stations combined**

BAXTER WARD
popular TV personality, is the genial host of HOLLYWOOD MATINEE — and introduces the commercials between acts.

Feature films . . . starring top Hollywood personalities . . . are a sure-fire bet for afternoon audiences! Hollywood Matinee brings drama, mystery, love stories and comedy right into Washington homes . . . and customers for your product right into the stores!

ONE MINUTE Participations are now available!

* American Research Bureau TV Survey—Jan. 14-21, 1951

Call or Wire ABC Spot Sales

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

SPONSORS GET "PROMOTION *PLUS*"* ON WDSU

DEALER CALLS

*Personal Calls on New Orleans Retailers Result in Greater Sales!

• WDSU's alert sales staff makes regular service calls on leading local retailers. This "plus" provides important merchandising assistance which results in greater sales for WDSU advertisers.

ANOTHER PROMOTION "PLUS" FOR WDSU SPONSORS!

• Write, wire or phone your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

PIZZA-FRO Corp., Chicago (frozen Italian pizza pies), appoints Presba, Fellers & Presba, Chicago, to handle advertising. Radio and television will be used.

GOOD BROTHERS, Phila. (food product distributor), names Buckley Organization, same city, to handle account. Radio and television will be used.

IVANO Co., Chicago (Ivalon "Miracle" Sponge), is considering purchase of radio and TV spots for introductory campaign. Agency: Henri, Hurst & McDonald, Chicago.

KRAFT FOODS, Chicago (Kraft Salad Oil), buying additional AM spot schedule on 14 West Coast stations in 13-week campaign. Agency: Needham, Louis & Brorby, Chicago.

NATURAL GAS Co., Sikeston, Mo., appoints The Harold Kirsch Co., St. Louis, to direct advertising and merchandising.

THE FARM BUREAU MUTUAL AUTO INSURANCE Co., Columbus, Ohio, appoints Grant Adv. Inc., N. Y., to handle cooperative agents' program for New York metropolitan area. Radio being considered.

LIBBY, McNEILL & LIBBY Ltd., Chatham, Ont. (canned foods), starting 5 to 15 minute local programs on number of eastern Canadian stations, Mon.-Fri., for 36 weeks. Agency: McConnell, Eastman & Co., London, Ont.

KAUFMANN'S Department Store, Pittsburgh, sponsoring 15-minute film *Something New*, Thurs. 1-1:15 p.m., over WDTV (TV) Pittsburgh. This is first time store has used television.

FRIGIDAIRE PRODUCTS of Canada Ltd., Toronto (electrical appliances), has started in radio for first time in Canada with half-hour Ziv produced *Guy Lombardo Show* weekly on 50 Canadian stations starting April 1 for 13 weeks. Program sold by All-Canada Radio Facilities, Toronto. Agency: Baker Adv. Co., Toronto.

THIRD ANNUAL LOS ANGELES HOBBY SHOW appoints U. S. Anderson Co., L. A., to handle radio and television promotion.

COLGATE-PALMOLIVE-PEET Co., Toronto, March 5 started quarter-hour *Sports Parade*, Mon.-Fri., on 10 Canadian stations. Agency: L. J. Heagerty Ltd., Toronto.

Network Accounts . . .

AMERICAN DAIRY Assn., Chicago (fluid milk and cream), renewing first half sponsorship of *Paul Whiteman TV Teen Club*, ABC-TV, 8-8 p.m. Saturday, for 13 weeks. Agency: Campbell Adv., Chicago.

HARRISON PRODUCTS Inc., S. F. ("Shut Eye" sleep inducer), sponsoring news analysis by Cecil Brown, MBS, Sat. 10:45-11 a.m., beginning March 3. Agency: Sidney Garfield & Assoc., S. F.

CENTAUR-CALDWELL Div., STERLING DRUG Inc., N. Y. (Molle Brushless shave cream), effective Feb. 26 increased radio program, *News of Tomorrow*, from 5 to 15 minutes, four times weekly, on 215 ABC stations. Agency: Dancer-Fitzgerald-Sample, N. Y.

JULES MONTENIER Inc., Chicago (Stopette spray deodorant), renews *What's My Line* on CBS-TV, Sunday, 9:30-10 p.m. CST, for 13 weeks from April 8. Agency: Earle Ludgin & Co., Chicago.

JACQUES KREISLER Inc., New York (watch band and jewelry manufacturer) to sponsor *Kreisler Band Stand*, a George Foley and Dick Gorden package, effective March 21, on ABC-TV, Wed., 8:30-9 p.m. Agency: Hirshon & Garfield, N. Y. This marks Kreisler's first entry into TV. Show will feature name bands, singing stars and Kreisler band awards and will be carried in 15 cities.

PEPSI-COLA Co., yesterday (Sunday) was to start sponsorship of *Phil Regan Show*, NBC Sun., 5-5:25 p.m., EST, originating points to rotate from Army, Navy, and Marine bases and defense plants.

CARNATION Co., L. A. (Carnation Fresh Milk, Ice Cream), March 19

(Continued on page 14)

New Concept for Effective Daytime Radio Buying:

WASHINGTON, D. C.

METROPOLITAN NETWORK

For the first time in the history of radio advertising, five stations within one market offer their combined audience — the second largest in the area — as a unit buy at lowest cost per listener.

Five Independents have joined forces to offer low-cost, effective daytime coverage of the important Washington market to national advertisers at a 50% saving over combined individual rates. Each station is owned, managed and programmed independently, competing aggressively for local business. Each of the five stations has its own loyal listening audience, available now to national advertisers as a composite unit which delivers a major part of the metropolitan audience.

Met Net Advantages: **1.** Complete daytime coverage of the market at the lowest cost per listener* of any station in the area.

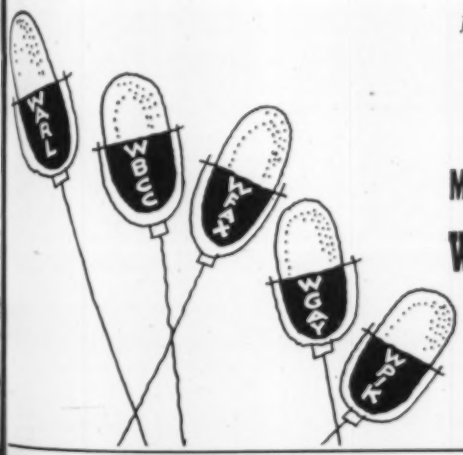
2. Second highest average daytime audience** in the Washington market.

3. Simplified buying—five-station coverage with one order, one transcription, one invoice. Programs can originate from studios of any member station.

4. Spot announcements may be bought for the same time on each station, or staggered at various times from station to station.

5. Low rates: ½ minute, or time signals, $18.24; 1-min., $22.80; 5-min., $36.48; 15-min., $72.96; 30-min., $109.44. (Data for 26-time rates; complete rate card supplied upon request.)

for further details or complete brochure, please write or phone Jack Koste, Independent Metropolitan Sales, national representatives, 55 W. 42nd St., N.Y.C. 18, N. Y.—LOngacre 3-6741. J. Douglas Freeman, Commercial Manager, Munsey Building, 1329 E Street, N.W., Washington 4, D.C., STerling 1772.



METROPOLITAN NETWORK — WASHINGTON, D. C.

WARL	WBCC	WFAX	WGAY	WPIK
Arlington, Va.	Bethesda, Md.	Falls Church, Va.	Silver Spring, Md.	Alexandria, Va.
780 KC	1120 KC	1220 KC	1050 KC	730 KC
1000 W	250 W	250 W	1000 W	1000 W
AM & FM	AM & FM			

*Based on comparative cost analysis of Pulse Reports, July—Oct., 1950, Washington, D.C., with rates from Standard Rate & Data Service. Complete analysis available upon request.

**Pulse Reports, July—Oct., 1950, Washington, D.C.

P. I. Story

EDITOR:

. . . You might be interested in the correspondence I received as a result of the story on P. I. in the Feb. 12 issue. There were 34 letters; 31 were from stations, agencies or advertising people who agreed. Two of the letters were from stations pointing out that they would not be on the air today, if not for P. I. The 34th letter was from a small station in Alabama, and they made this very interesting point: "I have not done business with your present agency. I have not done business with the agency you are going to. Mind your own business!" I think maybe he's right. . . .

J. S. Stolzoff
Foote, Cone & Belding
Chicago

open mike

Trade Ad Impact

EDITOR:

For the first time, I have tangible, personal evidence of the impact of trade paper advertising . . . and BROADCASTING • TELECASTING slapped me right in the face with it!

I refer to the page ad of WMT Cedar Rapids, Iowa, on page 40 of the Feb. 19 issue of BROADCASTING • TELECASTING. Perhaps the conditions were right . . . perhaps WMT has a smart promotion man.

I was sitting at home, listening to the radio and reading BROADCASTING • TELECASTING . . . I got to page 40 . . . and whammo! I didn't know anything about Iowa . . . but I do now. The finest ad twist I've seen in many a day . . . it proves that over the air is NOT the only place radio can be sold. Now, to justify my conversion from the hidebound . . . what's the results?

Is there another magazine . . . that has so much to the point information from cover to cover? BROADCASTING • TELECASTING carries more information ON the cover than most do inside.

John R. Terry
Promotion Director
WTNS Coshocton, Ohio

[EDITOR'S NOTE: The WMT ad carried the label "To An Ad Man Who Takes Trade Papers Home."]

* * *

EDITOR:

If nothing else, this proves that we read BROADCASTING • TELECASTING from cover to cover—even the advertising. But either your proof readers or your research department is "asleep" at the switch! We refer to the statement that Atlanta, Macon and Savannah are Georgia's three largest markets.

Here are the facts. According to 1950 censue figures, Georgia's metropolitan areas listed according to population are as follows:

Atlanta	664,033
Columbus	169,921
Augusta	162,104
Savannah	150,946
Macon	134,464

We have an additional 40,000 men at nearby Fort Benning, but we aren't going to count them unless it becomes necessary!

Allen M. Woodall
President
WDAK Columbus, Ga.

[EDITOR'S NOTE: Advertising department hasn't yet committed to memory all metropolitan area populations based on 1950 census. Steps, however, have been taken to avoid recurrence, or any interference with stork's march through Georgia.]

* * *

'Finest Story Ever'

EDITOR:

. . . that wonderful story on Jim Moran [BROADCASTING • TELECASTING, Feb. 19] . . . was the finest story on Courtesy that has been published anywhere any time . . .

H. A. Barkun
Malcolm-Howard Adv.
Chicago.

* * *

'Very Gratified'

EDITOR:

I was very gratified to read in your Feb. 19 issue a story about the emergency supersonic air raid alarm system that is being planned for the District of Columbia.

In talking yesterday with Ray Beville of the Communications Advisory and Planning Committee of the D. C. Office of Civil Defense he told me that the Washington plan for the supersonic alarm system was based upon the plan I had sent to him and Ben Strouse, the details of which were printed in the Nov. 27 issue of BROADCASTING • TELECASTING.

Incidentally, I submitted the plan originally to Civilian Defense officials in New York City last August and acceptance of it by Washington may stimulate activity on it here.

Stanley Joseloff
President
Storecast of America
New York

KIDO

Now FIRST

in Physical Coverage

Increased to 5000 WATTS | MOVED TO 630 KC

KIDO-NBC affiliate—rules the airways in Idaho. Since the day in 1923 when its first signal streaked through the sky to Idaho homes it has never relinquished substantial leadership. NOW, with our power increased to 5000 watts and our switch to one of the best spots on the dial we have taken another strong stride ahead to assure the largest physical coverage of any station in Idaho REGARDLESS OF POWER! . . . To get MORE for your dough, buy KIDO.

JOHN BLAIR & CO.

FIRST
In Idaho
(one of the 5 Major Markets of the Pacific Northwest)

FIRST Station Licensed in Idaho.

FIRST Commercial Station in Idaho.

FIRST Network Affiliate in Idaho.

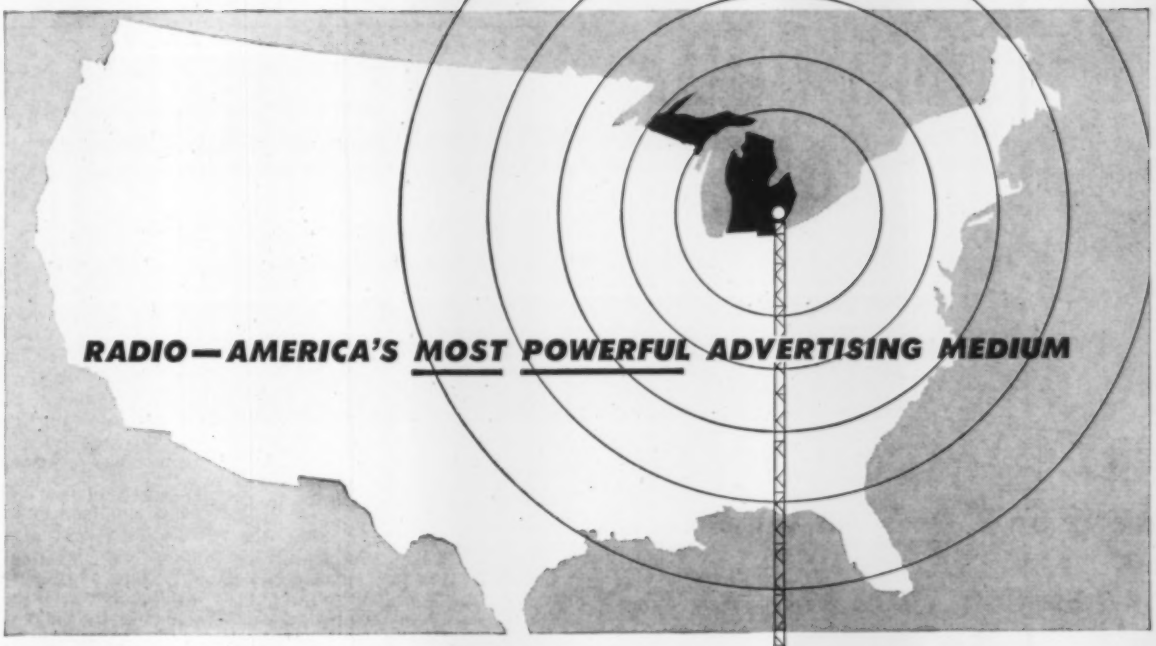
KIDO

IN BOISE—IDAHO

Georgia M. Davidson, President
Walter E. Wagstaff, Vice President and General Manager

NATIONAL REPRESENTATIVES

WJR



Michigan's

most powerful Advertising

Medium

WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS

Represented Nationally by Edward Petry & Company

EVERY DAY EVERY NIGHT

BMB 6 or 7 DAYS a week:

WOW.....306,060
Second Station..202,630
103,430 EXTRA PAIRS OF EARS

BMB 6 or 7 NIGHTS a week:

WOW.....259,420
Second Station..160,570
98,850 EXTRA PAIRS OF EARS

For the shock-proof Omaha-Plus Market...

RELY ON THIS UNBEATABLE COMBINATION

1 590 KILOCYCLES – a strong signal for 200 miles!

2 BASIC NBC AFFILIATE – listening habits 27 years in the making!

3 ALERT, ACTIVE LEADERSHIP – Maintained 27 years by constant, aggressive, promotion and merchandising.

RADIO WOW OMAHA

FRANK P. FOGARTY, General Manager JOHN BLAIR CO., Representatives

Milestones

► Swift & Co. Feb. 8 celebrated 10th anniversary as co-sponsor of *Breakfast Club*, Monday - Friday, 9-10 a.m. over ABC with luncheon for key executives from Swift & Co., J. Walter Thompson, McCann-Erickson and Needham, Louis & Brorby, advertising agencies, and ABC and *Breakfast Club* members in Chicago.

► Russell Canter, chief announcer at WBNS Columbus, Ohio, Feb. 14 began his 21st year with the station.

► Manny Marget, manager of KVOX Moorhead, Minn., chalked up his 20th anniversary of sports-casting Feb. 27.

► Canadian Broadcasting Corp. has begun its 11th year of the daily *National News Bulletin* from its own CBC News Service, with headquarters in Toronto. Veterans who have been with the *Bulletin* since its beginning in 1941 are D. C. McArthur, Toronto, chief editor; Bill Hogg, Toronto, senior editor; Mrs. Margaret Macdonald, Halifax, senior editor, and Laurence Duffey, Montreal, senior editor.

► Harry "Socko" Hartman, salesman for AM-TV operations at WCPO Cincinnati, is marking his 23d year with the WCPO stations.

► Storecast Corp. of America began its fifth year in January, a month that brought 12 new advertisers. Current sponsor list tops 100. Storecast broadcasting and merchandising services reportedly cover five metropolitan areas and more than 3 million chain store customers each week, plus FM home listeners.

► Frank Welling, farm director at WCHS Charleston, W. Va., has just completed 20 years of service with the station.

► WEDO McKeesport, Pa., has now been covering with direct broadcast the McKeesport City Council meetings a full year. A total of 32 meetings were broadcast direct from City Hall during the year, which was complete Dec. 29, 1950.

► Ken Hildebrand, WJAS Pitt burgh newscaster, celebrating 14 consecutive year over same statio under same spon sor, Duquesn Brewing Co., a same time, 1 p.m.

Mr. Hildebrand

Mr. Hildebra began his rad career in h home town Akron, ove WJW, a statio since moved t Cleveland. In 19 he went to Pittsburgh. After o year with WJAS he won the H. P Davis award for outstanding a nouncing. Walker & Downi General Agency handle all th brewing company's advertising u der - direction of V. I. Maitlan agency vice president.

► KGGF Coffeyville published 1 page supplement in *The Coffe ville Daily Journal*, affiliated news paper, commemorating station 20th year of broadcasting. Statio also mailed 1,156 copies to agen cies and timebuyers.

► WCOV Montgomery, Ala., h celebrated its 12th anniversar The occasion was marked by sta tion serving ice cream and cake t advertisers and listeners.

Mrs. Anne Grindley

MRS. ANNE P. GRINDLEY, 8 mother of Mrs. Idella Kampf, d program supervisor for MBS, a grandmother of Lois W. Crossma on staff of Transamerican Broa casting & Telecasting Co., d Feb. 25 at her home in Dumo N. J. Services were held from R wert's Memorial Home and A Saints Church, in Bergenfield.

New Business

(Continued from page 10)

starts sponsorship of Elmer Peterson five minute newscasts five da weekly on KNBH(TV) Hollywood. Contract for 52 weeks. Albers M ing Co., Division, Carnation Co. (Friskies Dog Food) currently spons Peterson three weekly quarter-hour newscasts on NBC Western Netwo Agency: Erwin, Wasey & Co., L. A.

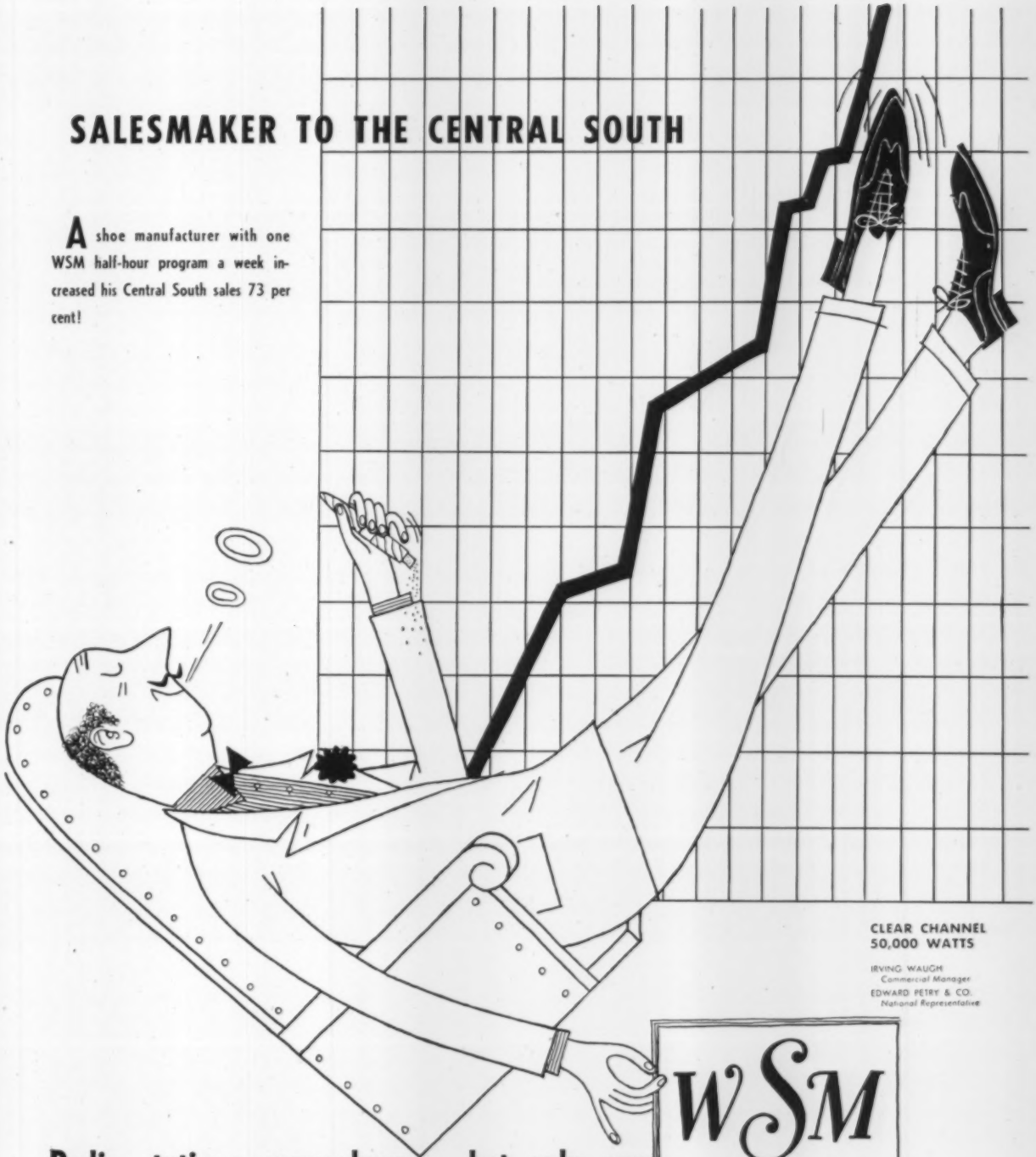
Adpeople . . .

W. JUDD WYATT, director of advertising MFA Mutual Insurance Columbia, Mo., has received 90-day appointment as information co sultant with Agricultural Div., National Resources Section, of Gen. M Arthur's headquarters in Japan.

DON LAWTON, advertising manager Golden State Dairies Ltd., S. resigns.

SALESMAKER TO THE CENTRAL SOUTH

A shoe manufacturer with one WSM half-hour program a week increased his Central South sales 73 per cent!



CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

WSM
NASHVILLE

Radio stations everywhere . . . but only one

. . . with a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial on 650 . . . and leaves it there!

HAROLD E. FELLOWS (l), general manager of WEEI Boston and director of CBS operations in New England receives a national award of "Distinguished Merit" from the National Conference of Christians and Jews. Award was presented by F. W. Andres, Boston chairman of Brotherhood Week. Basis for the award was WEEI's *You and the Other Fellow* series.

RADIO, TV GIVE ALL

In Support of NCCJ 'Brotherhood Week'

RADIO AND TV STATIONS throughout America last month lent their strength to Brotherhood Week, sponsored by The National Conference of Christians and Jews.

Unstintingly, stations used their facilities to reach with messages of human kindness hearths and hearts in millions of homes.

Spot announcements, special features, programs and interviews all played their part in sending light into the dark pit of prejudice.

Speeches embracing ideals of brotherhood to all men struck out to crumble the labyrinthine walls of bigotry.

President Harry S. Truman, chief executive of a country founded on ideals of brotherhood, sounded the keynote in a letter to Eric Johnston, general chairman, in which he accepted the title as honorary chairman of Brotherhood Week, which ended Feb. 25.

"The American people know that the cultivation of the spirit of brotherhood is merely the fulfilment of the purpose of God that all His children should live together as one family," the President said.

Robert E. Kintner, ABC president, who served as chairman of the NCCJ radio committee, made available announcement scripts and transcribed discs of which the stations made full use.

Ted Cott, general manager, WNBC WNBT (TV) New York, served as chairman of the Committee for United States Radio. Mr. Cott won the annual NCCJ award as the individual radio personality who contributed most to brotherhood [BROADCASTING • TELECASTING, Feb. 19]. Dorothy Lewis served as liaison officer on the Committee for International Radio.

Mortimer W. Loewi, DuMont TV Network director and chairman of the NCCJ television committee, sent program kits to all TV stations for use during the week. The kits included appropriate films, spot announcements and program suggestions.

WNBT (TV) New York also made available six films, each not longer than a minute, and the American Jewish Committee prepared two 57-second animated ballad cartoons for national distribution.

Dr. Everett R. Clinchy, NCCJ president, gave a special certificate of merit to Hugh B. Terry, general manager, KLZ Denver, for "alloting much broadcast time to help increase understanding between persons and groups." During the presentation, Dr. Clinchy characterized radio as "the symbol of the One World."

A few examples of what stations all over the country did follow:

WABD (TV) New York and the Dumont TV Network employed special features and spots to boost the annual drive for better inter-faith and inter-race relations.

WCBS New York scheduled 35 Brotherhood announcements on its programs, in addition to 21 station breaks, and mention on all news shows. All WCBS talent participated. WCBS-TV carried a comparable Brotherhood promotion schedule.

WHLI-AM-FM Hempstead, L. I. carried highlights of an interfaith dinner meeting as part of its effort.

Also in New York, eleven volunteer advertising agencies of the Advertising Council's group prejudice campaign against intolerance contributed special spot announcements for use during the observance.

Pittsburgh's Brotherhood Week was formally opened on WDTV (TV) by George Jessel and Mayor David L. Lawrence. Mr. Jessel was introduced by Donald A. Stewart, WDTV general manager.

Bill Sears, of WCAU Philadelphia, gave a talk during which he told listeners that "There is no color to the soul."

market? MASON CITY IOWA — Northern Iowa — Southern Minn. are wealthiest (per capita) markets in U. S.

station? kglo — 1300 KC, 5000 Watts full time — CBS affiliate.

coverage? kglo — Check Hooper below — KGLO dominates with twice as many listeners as all other stations combined.

HOOPER *RADIO* AUDIENCE INDEX

City: Mason City, Iowa • Total Coincidental Calls This Period: 6,217 • Period: Fall, 1950

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS IN USE	KGLO (CBS)	A	B	C	D	E	OTHER AM&FM	HOMES CALLED
MON. THRU FRI. 8:00 A.M. — 10:00 A.M.	23.5	65.7	18.0	*	7.1	2.9	3.3	2.9	1,258
MON. THRU FRI. 10:00 A.M. — 12:00 N.	17.4	80.6	8.8	0.6	4.1	2.4	2.4	1.2	1,275
MON. THRU FRI. 8:00 A.M. — 12:00 N.	20.5	71.9	14.2	0.2	5.9	2.7	2.9	2.2	2,533
MON. THRU FRI. 12:00 N. — 3:00 P.M.	26.5	77.9	9.6	*	5.8	2.4	2.9	1.4	949
MON. THRU FRI. 3:00 P.M. — 6:00 P.M.	20.1	72.3	14.8	*	(8.2†)	0.6	2.6	3.2	958
MON. THRU FRI. 12:00 N. — 6:00 P.M.	23.3	75.5	11.8	*	(6.7†)	1.7	2.8	2.2	1,907
SUN. THRU SAT. 6:00 P.M. — 8:00 P.M.	41.7	70.2	13.6	2.0		2.6	10.3	1.3	876
SUN. THRU SAT. 8:00 P.M. — 10:00 P.M.	35.6	67.2	16.4	*		0.4	13.8	2.2	901
SUN. THRU SAT. 6:00 P.M. — 10:00 P.M.	38.5	68.8	14.9	1.1		1.6	11.9	1.8	1,777

† Adjusted to compensate for the fact that Radio Station signs off at 5:30 P. M. in October.
* No listeners found in sample.

"SHARE OF RADIO AUDIENCE" represents the proportion of the total radio audience listening to a particular station. Base for "RADIO SETS IN USE" is "Total Homes Called."

COPYRIGHT 1950, C. E. HOOPER, INC.

Lee STATIONS

kglo
IN ITS 15TH YEAR OF SERVING AND SELLING

For availabilities write or call
Walter Rothschild, Nat'l. Sales Mgr.
Lee Stations, Quincy, Illinois

Affiliated with WTAD, Quincy, Illinois — Represented by Weed & Company

KTRE Billings Increase

KTRE Lufkin, Tex., has announced that national and regional billings increased 320% in 1950 over the previous year. Richman Lewin, general manager, said that gross billings showed an increase of 23% over the previous record year of 1949. Sales increase is attributed to growth of industrial and agricultural enterprises in Central East Texas, and to the extensive sales promotion on the part of KTRE.

The sleeper that took the 12 noon plane

Would you have been caught napping in a situation like this?

Suppose you were in the fashion business. You have just created a line of women's nightgowns that are going to be given an unexpected publicity break in some top national magazines. This will mean more sales all over the country. But you must get more merchandise to the stores in a hurry -- or forever lose your golden chance to get sales.

What would *YOU* do?

This happened to one company recently—but the problem caused them to lose no sleep. Faced with this situation at 10:30 A.M. they were able to start goods flowing to the stores on planes that left at noon.

The answer was Air Express!

But you don't have to be in the fashion business to profit from the regular use of Air Express. Here are its unique advantages which any business can enjoy:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency, arranges everything.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

Ludlam's Lodge

We call it "Sportsmen's Lodge," a regular niche on the sportsmen's listening post at 5:00 each Saturday afternoon. It's an authoritative program of hunting, fishing, resort and travel information reported by WRC's Outdoor Editor, Kennedy Ludlam.

Ken Ludlam's easy, wisely paced half hour includes late hunting and fishing news, supported by last minute long distance 'phone reports — they're standard outdoor bulletins for all outdoor men and women.

"Sportsmen's Lodge" may well become your sales avenue to this busy and wealthy sports market. Call WRC or National Spot Sales.

5:00 - 5:30 PM
EVERY SATURDAY

FIRST in WASHINGTON
WRC NBC
980 KC

feature of the week

Pictured at monthly meeting are, seated, August Meyer, secretary, and Karl Yochum, president, both of the Cincinnati Retail Grocers and Meat Dealers' Assn.; standing are Mr. Sloan, and Polly Pickens, WSAI columnist for greater Cincinnati grocers' trade journals.

* * *

WSAI Cincinnati has gone into the grocery business.

Not as a competitor of Cincinnati's retailers; rather, as the hub of a plan to increase profits of the city's grocers, and to strengthen the relationship between food retailers and WSAI advertisers.

The station likes to say it is "anchor man" of the plan, known as the "Shelf Level Selling" plan. And the Buckeye Broadcasting Co. station has hit the bulls-eye in the elusive target of good will.

For food retailers in greater Cincinnati, the plan provides a free course in store operation and the use of WSAI studios for association meetings.

Three food retailers' organizations, Cincinnati Retail Grocers and Meat Dealers, Cincinnati Retail Meat Dealers and Northern Kentucky Independent Food Dealers rotate monthly meetings and store promotions.

At the February meeting, WSAI engaged Norman J. Sloan, vice president and general manager of

(Continued on page 48)

strictly business

SOME MEN are lured into advertising because the field holds exciting possibilities; others go into it because of an irresistible drive that has pursued them since they heard their first singing commercial; still others follow the path because their agency-holding fathers hold out vice presidencies to them. None of these reasons are applicable in the case of Lincoln P. Simonds, Pacific Coast manager, Weed & Co.

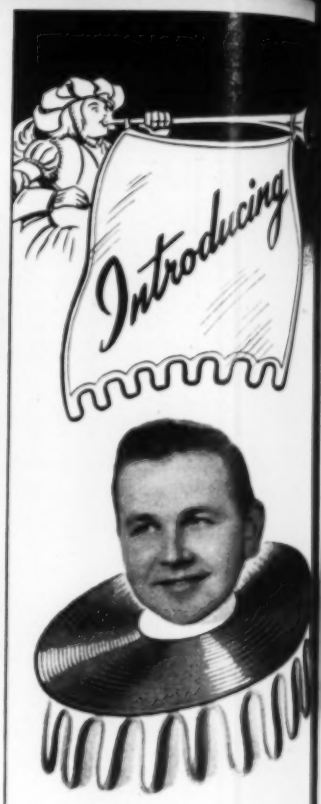
Linc went into advertising because in 1923 he won a $100 first prize in a *Boston Advertiser* advertising slogan contest. His winning slogan, a seven word masterpiece of alliteration, boldly stated, "Advertiser Ads Attract Attention and Assure Action." Armed with this vote of confidence from the local paper, Linc decided that perhaps advertising was the field for him.

When this decision hit him he was half-heartedly engaged in the parts department of his uncle's

LINC

Buick distributing firm in Boston. An advertising agency acquaint-

(Continued on page 20)



Sir Rob't. Bacon

Wyoming Valley's

"GRAND KNIGHT OF THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and **Money for Advertisers.**

Write or call us for availabilities on Wyoming Valley's top disc show . . . "Bacon for Breakfast."

PHONE WILKES-BARRE 3-3101
WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

TAILOR-MADE COAL MAKES STEEL FASTER.

Special coking coal, supplied by a modern coal preparation plant, is increasing the daily production of the Inland Steel Company. This carefully prepared coal has an ash content 50% lower than average, and the coke produced develops heat much quicker in the blast furnace. This saves production time in converting iron into steel, and, in the time saved each day, Inland Steel is able to produce 200 more tons—without having to add new steel-making facilities.

1950, COAL MINING'S SAFEST YEAR!

The Bureau of Mines has announced that 1950 was the safest year in coal mining history and the Pittsburgh Press has honored this achievement with a four-page picture story. This new record is the result of one of the most active and effective safety programs in American industry, embracing intensive emphasis on safety needs, constant education in safety procedures, and expenditures of tens of millions of dollars annually for equipment designed to make coal mining a safer job. 1948 was a record year for coal mine safety. 1949 exceeded the 1948 record, and the 1949 non-fatality record has been bettered by 12 per cent in 1950.

RECOMMISSIONED VICTORY SHIPS TO "CARRY COALS TO NEWCASTLE."

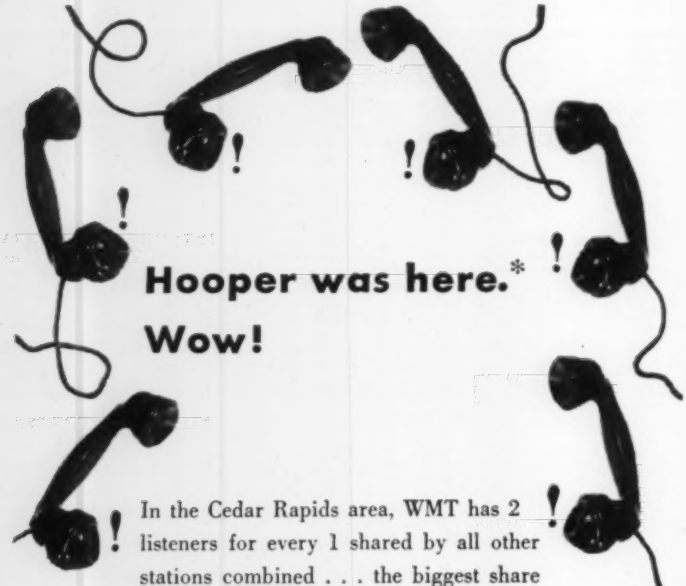
The Maritime Administration is taking victory ships out of moth balls in order to carry coal and grain to England and the other Atlantic Pact nations. According to the ECA, Western Europe's coal production, especially Britain's, has failed to meet the increased pace of industrial activity. Britain is now burning 500,000 more tons of coal a day than her nationalized mines can produce, and only America can make up the coal deficiency in Britain and Western Europe.

MASS-PRODUCTION MINING KEEPS COAL COSTS DOWN.

Like most other American industries, the economics of coal is geared to the mass-production principle. Highly efficient mining techniques, making full use of modern machinery, not only greatly increase man-hour productivity, but also help keep the cost of coal down. Coal experts estimate that without the advantage of mechanized production, coal would cost the consumer almost a third more than its present price.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.



Hooper was here.* Wow!

In the Cedar Rapids area, WMT has 2 listeners for every 1 shared by all other stations combined . . . the biggest share of audience in our history.

Among the nation's 64 Hooperated cities, the Sets-in-Use comparison shows Cedar Rapids tied for first in the afternoon, second in the morning and evening. (Actual %s: a.m. 26.4; p.m. 24.5; eves, 34.5.)

Among the 60 Hooperated CBS stations, WMT's share of audience is first, morning (30.4), afternoon (69.1), and evening (72.2). This clearly establishes WMT as the highest Hooperated CBS station in the nation.

There's a catch in this. Hooperatings are for metropolitan areas. WMTland is 19,100 sq. miles big (2.5 mv line area). Cedar Rapids is just a small part of our audience.

For a small part of your budget ($27 per 1-minute Class A commercial, 52-time rate) you can reach rich WMTland. The Katz Agency will be glad to tell you more.

* *Oct.-Nov., 1950 rating period*

WMT
CEDAR RAPIDS
600 KC
5000 WATTS
DAY AND NIGHT
BASIC COLUMBIA NETWORK

Strictly Business

(Continued from page 18)

ance of his told him about the contest, got him interested, and Linc didn't rest until he came up with a slogan.

Shortly thereafter he took action, left his uncle and the Buicks and joined a local advertising agency. He has never been out of advertising since. After two years with the agency, he got his first taste of the representative business when he left to take a job with the Scripps-Howard newspaper chain as cub space salesman, representing their 25 papers.

Five years later he decided to concentrate on one medium and left to become a salesman for the New York *Herald-Tribune*. After two years, in 1930, he felt the urge to get back to the representative business and joined Paul Block, New York publisher. Also working for Block as space salesman at the same time was Joe Weed, whom Linc had known for several years.

Just about this time he was made aware of a bright young new medium called radio pushing its way upward to recognition through Ben Duffy, BBDO president, then media head of the agency. When Duffy showed him tremendous response in letters and cards which the agency had received from listeners to its programs, Linc decided that this new medium, upstart though it seemed, was for him.

Joins WMCA

In 1933 he carried out his conviction and entered the radio field as salesman for WMCA New York. His new career almost ended suddenly two weeks later when he came down with scarlet fever. The confident station operator George Storer, now head of Fort Industries, kept him on the payroll, however, and Linc recovered to fulfill several months of service with the station.

From there he returned to the representative field, this time in the radio end, when he joined Blair & Co., New York. One of his most impressive recollections there concerns his oddest if not his largest sale. A man phoned him in his office one morning identifying himself as John Ballard, president of Bulova Watch Co., and said he would like to see Mr. Simonds at three that afternoon. Fancying the call the doing of a Madison Ave. practical joker friend, Linc nevertheless squelched the impulse to retort, "Sure, and I'm Mary Pickford" and decided that he could go along with a joke. He kept the appointment—discovered the man actually was John Ballard — and ended up with one of the largest sales of his career.

Linc was with Blair over four years, leaving in 1938 to join the New York office of Texas State Network, then forming. He was transferred a few months later to the Fort Worth office as sales director, his duties including station relations and merchandising as well. In 1941 he was sent back

IN ACAPULCO, down Mexico wa there are few nicer things to do tha go for a sail. John E. Pearson, the John E. Pearson Co., station rep sentative firm, not only went for sail but came back with it as wel Said it was his 120th sail, at the Meanwhile, Mrs. Pearson is telli about the big one which got away; her case it was an out-sized marli Mr. Pearson said Acapulco wa "loaded" with advertising people.

to New York as eastern manage of the network. A few month later, when the network named a its representative Weed & Co., firm formed in 1933 by his forme associate Joe Weed, Linc went along to the representative firm as specialist on the Texas network.

In 1943 he was transferred to the West Coast as Pacific Coast manager in charge of the Hollywood and San Francisco offices with headquarters in Hollywood. In that capacity he handles from there all of Weed's radio and television clients. Believing in radio and television as a superior medium and in representative selling as a way to prove it, Linc is in the happy position of doing exactly what he likes to do.

In the coming year he feels that radio and TV will get an ever growing share of the anticipated heavy media buying on the West Coast because he believes they de liver better than any other media.

Born Lincoln Perry Simonds in Boston, he attended elementary schools there, graduating from Malden High School, Malden. Further formal education was in terrupted by two years service with the Marine Corps from which ex perience he carried away a Purple Heart. Upon his return he at tended Boston U., where he studied advertising. His Buick apprentice ship followed.

Linc and Mrs. Simonds, she is the former Mary Ann McHugh reside in Glendale with Ronald 15, and Roberta, 13. As hobbies Linc enjoys pro football, baseball and amateur fishing.

He is a member of the Hollywood Advertising Club and Na tional Assn. of Radio Station Rep resentatives, of which he was first Los Angeles chairman of the coun sel, when the organization formed the first Los Angeles group in 194 Linc also boasts early membership in the Radio Executives Club of New York.

the TOUR TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

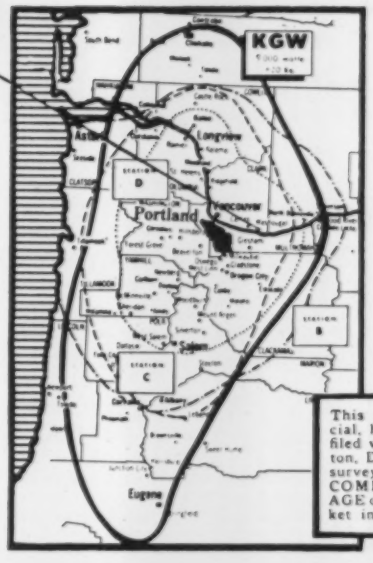
.....in the OREGON MARKET

In the heart of KGW's COMPREHENSIVE COVERAGE area are the twin cities of Camas and Washougal, Washington. Camas, with the largest specialty paper mill in the world, and Washougal with its giant woolen mills, are stable, high-payroll communities. Both offer important contributions to the region's economy. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, proved KGW's COMPREHENSIVE COVERAGE of this rich, important market. The Tour-Test was witnessed by Mr. Clyde Brown, Camas Chamber of Commerce secretary, shown above with "Miss KGW". Only through KGW's COMPREHENSIVE COVERAGE can you be sure of maximum results in Camas and Washougal and the rest of the great Oregon market.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Ratings aren't everything

but . .

. . when peak ratings *combine* with continuing dominance of one of the nation's richest market-areas, you get a wonderful buy for your advertising dollar. And that's the case with 50,000-watt WBZ in New England!

Take the 6:00-6:30 PM segments, for example.

The Geoffrey Harwood news program shows a 7.4 rating from 6:05 to 6:15. Best competitor: 5.6. The major league baseball team of Bump Hadley and Elbie Fletcher hits a 6.5 pace from 6:15 to 6:30. Best competitor: 5.2. And at the moment, these popular segments are still available!

At any time of day or night, you can count on a large and loyal audience on WBZ. For details, check WBZ or Free & Peters.

WBZ BOSTON

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio — America's Great Advertising Medium

BROADCASTING
TELECASTING

Vol. 40, No. 10 WASHINGTON, D. C., MARCH 5, 1951 $7.00 A YEAR—25c A COPY

RESEARCH MUDDLE CLEARING

Test Group Sets Formula

By J. FRANK BEATTY

THE COMMON GOAL of buyers and sellers of time—uniform audience rating data—is drawing closer.

A three-step formula for matching of radio-TV research figures, designed to clear up the muddled measurement field, is proposed in a report issued Friday by the Special Test Survey Committee headed by Dr. Kenneth H. Baker, NAB research director.

This committee was recruited last summer by Stanley Breyer, commercial manager of KJBS San Francisco, when he found himself hopelessly confused by widely divergent audience figures issued by recognized research firms [BROADCASTING • TELECASTING, July 10, 1950, et seq].

Many of the leading research specialists of the advertising and media fields took part in drawing up the three-point program. Briefly, the committee proposes:

- Creation of $140,000 operating project, including personnel and advisory committee, with NAB providing the initial push. This project would include:
- Analysis of radio and TV audience measurement methods.
- Comparison of available data.
- Original field experiments to show why different survey techniques agree or disagree.

Report Reviews Situation

After a series of exploratory meetings, plus extensive research, the committee came up last week with a 33-page report giving a thorough review of the whole audience survey situation.

Some parts of the report, according to those who reviewed preliminary drafts, shed important new light on the confused research situation.

One part, for example, poses a list of questions to be used in evaluating any measurement report. The questions put the research services on the spot, getting at potential weak points in the data and the techniques used.

Before the committee's report was released it was previewed by representatives of three of the radio-TV research organizations. Their comments follow:

C. E. Hooper, president of C. E. Hooper Inc.—"This activity should have been undertaken a long time ago."

A. C. Nielsen, president of A. C. Nielsen Co.—"We will gladly continue to cooperate in furthering the worthy objectives of the Special Test Survey Committee."

Sydney Roslow, president of The Pulse Inc.—"The proposed study will make the job of the researchers simpler and more effective because it should tell us just what it is the industry wants and needs."

One of the committee's most important contributions, its members feel, is a clear-cut analysis of the reasons for differences between measurements reported by different ratings services. This analysis, says the committee, shows why "resolution of the existing confusion is far more difficult than it may appear on the surface."

Members of the committee, who signed the long report, besides Dr. Baker, are:

Lewis H. Avery, Avery-Knodel Inc., past president of National Assn. of Radio Station Representatives.

Hugh M. Beville, NBC director of plans and research.

Matthew N. Chappell, chairman, Dept. of Psychology, Hofstra College.

E. L. Deckinger, director of research, Biow Co., and president of New York Radio & TV Research Council.

Herbert L. Krueger, station manager, WTAG Worcester, Mass.

Fred B. Manchee, executive vice president, BBDO.

A. Wells Wilbor, director of marketing research, General Mills Inc.

Messrs. Hooper and Roslow originally were members of the committee but agreed to accept status as observers in view of the project's expended scope. Rodney Shearer, of A. C. Nielsen Co., also serves as an observer.

Attacking the survey problem, the committee said "it would be an understatement to say that there is confusion in the radio and television industry—including both buyer and seller—with regard to radio and television 'ratings'."

Breyer Complaint

The group thus quickly accepted the complaint of Mr. Breyer in an advertisement published in the July 3, 1950 BROADCASTING • TELECASTING that different measurements in San Francisco produced different results, and proposing a test of Hooper and Pulse methods by an industry committee.

But the committee went much

(Continued on page 64)

NAB BECOMES NARTB

'Draft Haverlin' Move

AS OF TODAY (Monday, March 5) the National Assn. of Broadcasters (NAB) is under orders to drop its 28-year-old name. After April 1 NAB will be known as the National Assn. of Radio & Television Broadcasters.

Or, for short, the NARTB.

The transition appeared a certainty at the weekend as NAB members voted by a 15-to-1 ratio in favor of embracing the new television medium and giving TV relative autonomy in the trade association.

Not quite as certain, but still regarded as a *fait accompli*, was the expected assumption by Carl Haverlin of the NARTB presidency, possibly by mid-March, as exclusively forecast in the Feb. 19 BROADCASTING • TELECASTING.

As president of Broadcast Music Inc., Mr. Haverlin's broadcast contacts bore fruit once it was learned he was far ahead of the field in the NARTB presidential campaign. His name was enthusiastically discussed by the NAB board's special presidential committee when it first met in Belleair, Fla., during the winter board meeting.

Since that time the industry has thrown strong support behind the "draft Haverlin" movement and last Wednesday the special committee, vested with board authority to act on its behalf, made a definite offer to the BMI president.

He was the unanimous choice of the committee.

Because of expressed reluctance by some BMI board members to let him go, Mr. Haverlin did not make a firm commitment. A special meeting of the BMI board was called for March 7. At that time the details will be worked out, and a final decision will be announced.

'Mr. Unanimous'

Mr. HAVERLIN

Salary terms, as tendered by the special committee, specify $40,000 the first year, $45,000 the second and $50,000 the third, plus agreement to take over his $3,000 per year BMI retirement equity.

The Haverlin offer was only one phase of an important week in NAB history. Other phases:

- Broadcast Advertising Bureau, member of NAB family, elected Edgar Kobak board chairman and mapped future operations (story page 25).
- NARTB board chairmanship for Judge Justin Miller ratified.
- Thad Brown named TV counsel for video branch of NARTB (story page 55).
- Television Broadcasters Assn. prepared for its final abolition April 1.
- Membership drive started among TV stations.
- Broadcast Advisory Council charted its scope and voted to bring in new members (story page 34).
- Joint FM meeting of NAB, RTMA and industry committees set for March 13 (story page 37).

But interest centered in the complete revamping of NAB's struc-

(Continued on page 36)

BASEBALL PACTS

Schaefer Pays $3 Million

SIGNINGS of radio-television baseball contracts mounted last week as diamond schedules were mapped out for the coming season.

A contract involving $3 million for the first five years, with options extending for seven years, was signed by the F. & M. Schaefer Brewing Co., Brooklyn and the Brooklyn Dodgers.

The pact, signed last week in Florida, exceeds by two years the five-year contract between the New York Yankees and WPIX (TV) New York announced a fortnight ago [BROADCASTING • TELECASTING, Feb. 26].

Schaefer Brewing Co., through its agency, BBDO, New York, sponsored telecasting of Dodger games last year.

WOR-TV New York announced it had obtained exclusive rights from Schaefer for telecasting the 1951 Dodger home games, as it did last year. WOR-TV telecasts also will be sponsored by Schaefer. WMGM New York reportedly was expected to present the radio play-by-play of all games by the Dodgers. Red Barber, Connie Desmond and Vince Scully will handle the commentary.

Commenting on the contract, Walter O'Malley, Dodgers president, said he believed television, despite an initial harmful impact, would become a "potent ally" of baseball by reaching people who aren't fans, and luring them into ball parks.

A $250,000 series of programs and spot adjacencies to precede and follow WPIX coverage of this summer's home games of the New York Giants and Yankees was announced last week by the New York independent station.

Four packages are being offered to advertisers. One consists of 276 20-second announcements preceding and following the baseball telecasts, priced at $62,100 for a single sponsor or $15,525 for each of four advertisers on a rotating sponsorship basis. Another package is a similar set-up of 276 eight-second spots, priced at $30,360 for one advertiser or $7,495 each for four.

Giants Preview

A third package is *A Day With the Giants*, a 20-minute telecast by Actress Laraine Day preceding Giants games, priced at $69,000 for the season, though it too may be broken into rotating sponsorships with up to four advertisers. Another package is a 10-minute summary following Giants' games, for which the price is set at $39,750, also available for up to four rotating sponsors.

WPIX plans with Philip Morris for sponsorship of Dizzy Dean telecasts before and after the Yankees games reportedly are being held up pending approval by Liggett & Myers Tobacco Co., which sponsors the WPIX telecasts of Giants games.

WJBK Detroit announced expansion of its regular Detroit Tiger baseball broadcasts to include all 1951 exhibition games. Games will be fed to the entire Goebel Baseball Network of 46 stations. The Goebel Brewing Co., of Detroit will sponsor the complete series for the 10th year, with the account handled by Brooke, Smith, French & Dorrance, Detroit and New York.

In addition, Edwin J. Anderson, Goebel president, said that radio broadcasts for all the Chicago White Sox games, at home and away, will be co-sponsored by Goebel over Chicago stations WJJD (day games) and WCFL (night games). Agency, Brooke, Smith, French & Dorrance.

Sportscasters Hal Newell of Boston and Larry Allen of New York have been chosen to give play-by-play accounts of the Cleveland Indians' home baseball games this year over WXEL (TV) Cleveland. More than 75 candidates were screened by the station, the ball club, the Leisey Brewing Co., and its agency, McCann-Erickson.

AMER. TOBACCO

Sales Top $871.6 Million

AMERICAN TOBACCO Co's annual report covering 1950 operations was released to stockholders last Thursday, showing dollar sales totaling $871,621,130 compared to $858,996,089 in 1949.

In a letter accompanying the financial statement, Paul M. Hahn, president, called attention to increased unit and dollar sales, which, but for higher tax rates late in the year, would have resulted in increased earnings; improvement in the company's financial position; a plan developed by management for substantial reduction in incentive compensation to officers.

With the impact of new advertising, ("Be Happy, Go Lucky") Lucky Strike sales resumed an upward trend in many markets. Pall Mall definitely took fifth place among the country's major brands and sales of Herbert Tareyton made notable gains, the report said.

Net income for 1950 after taxes was $41,732,716. This compares with $45,675,154 in 1949.

The president of the firm agreed to a reduction in his incentive compensation for 1950 of approximately $144,000 or a decrease of 53%, and the vice presidents holding office throughout the year agreed to reduction of approximately $75,000 or a decrease of 41% of that amount.

SINCLAIR GAS

Sets Radio-TV Promotion

SINCLAIR REFINING Co. will launch a radio and television campaign, using programs and spots, March 20 to promote its "Anti-Rust" gasoline which was introduced a year ago, in addition to its newspaper schedule, James J. Delaney, the firm's advertising manager, revealed last week.

Sinclair will sponsor 5, 10 and 15-minute news programs on local stations in 25 cities. In addition it will use sports programs on the Tobacco Network and in Philadelphia and Cleveland. The advertiser also will co-sponsor the White Sox baseball games on WJJD Chicago.

A 13-week spot announcement campaign also starts in Fort Wayne, South Bend, Toledo and in Wisconsin.

The television schedule includes programs in four markets and a spot announcement campaign in Columbus and Dayton.

The major theme of the advertising will be built around the new chemical, RD-119, a rust inhibitor added to the gasoline.

Morey, Humm & Johnstone, New York, is the agency.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"And now we bring you 15 minutes of silence, co-sponsored by the Kersnufsky Mattress Co. and your Department of Defense. . . ."

WRS RATES

Increase March 1

REVISED rate cards, with some increases based on "very large gains in radio sets in the stations' areas," have been published by Westinghouse Radio Stations Inc. The new cards are effective March 1 and protect existing advertisers for one year.

Stations covered by the cards are WBZ and WBZ-TV Boston (including WBZA Springfield), KYW Philadelphia and KDKA Pittsburgh.

No changes were made in the base program time rates. Transition rates were instituted in some brackets and new discount structures allow the combining of one-minute and station break announcements for the earning of additional discounts.

According to E. R. Borroff, WRS general sales manager, this arrangement recognizes continual advertisers and enables them to spread the advertising dollar even farther. New cards, designated No. 5, supersede cards published Jan. 1, 1947.

WRS announced that the WBZ sales organization has been separated into aural and TV units, following appointment last August of separate sales manager. C. M. (Tom) Meehan heads WBZ sales. Aiding him are Tom Judge and Roger Harrison. C. Herbert Masse is in charge of WBZ-TV sales, aided by Henry V. Greene Jr. and Bruce G. Pattyson. John G. Stilli Jr. serves both staffs as sales promotion and publicity manager. Others in the sales organization are Rita Coyne, Ruth Moran and Lillian Bell.

KOOK TO CBS

Affiliation About March 10

AFFILIATION of KOOK Billings, Mont., 5 kw fulltime on 970 kc with CBS on or about March 10 has been announced by Herbert V. Akerberg, CBS vice president in charge of station relations. KOOK will be the 197th CBS radio affiliate.

Owned and operated by the Montana Network, the station is headed by C. L. Crist, president, and K. O. McPherson, general manager. KOOK's Class A hourly rate is $100.

KOBAK IS BAB CHAIRMAN

Objectives Set

By RUFUS CRATER

EDGAR KOBAK was elected permanent chairman of the board of Broadcast Advertising Bureau last Thursday as the directors held their first meeting and adopted as immediate objectives the boosting of radio time sales, establishment of a fulltime field force to help achieve this goal, and expansion of present BAB services.

The meeting, held at BAB headquarters in New York and attended by 19 directors and alternates, heard a report by BAB President William B. Ryan outlining plans for expansion of activities, and also approved a committee structure for the organization.

Along with Mr. Kobak as president, William B. Quarton, WMT Cedar Rapids, was elected secretary, and Allen Woodall, WDAK Columbus, Ga., treasurer.

The new board chairman, a business consultant as well as owner of WTWA Thomson, Ga., has had extensive experience in the advertising field and also formerly served as president of Mutual and an executive of NBC and ABC.

Lewis H. Avery, of Avery-Knodel Inc., and H. Preston Peters, of Free & Peters, attended from the station representative field, whose two directors had not been chosen when the first group of directors was announced the preceding week [BROADCASTING • TELECASTING, Feb. 26]. With President Ryan a director under the by-laws, their selection brought the board membership to 24, with two others probably to be selected later from the manufacturing industry and one from the talent field.

Adopted unanimously, the board's statement of immediate functions and goals was offered by Charles C. Caley, WMBD Peoria, and seconded by Mr. Avery.

"The purpose of BAB Inc. being to assist its members—stations, networks, sales representatives and allied organizations—in promoting the wider use of radio as an advertising medium, BAB Inc. adopts these as immediate objectives and principles for the guidance of the bureau's management:

"1. To encourage wider use of radio by all advertisers, emphasizing its eminent position as an advertising medium and its wide acceptance in American homes.

"2. To accomplish this purpose not only by headquarters activity, but to establish a field organization which will devote its entire attention to selling the medium.

"3. To expand and develop the present service activities of the bureau."

Purpose of Objective

BAB spokesmen said the latter objective related to advising on cooperative advertising budgets, direct-mail campaigns, presentations and similar services which are currently being handled by BAB.

Creation of four committees was authorized: Executive, Research-Promotion, Membership and Finance. Chairman Kobak said committee appointments will be announced this week.

The next board meeting will be held in Chicago in advance of the NAB convention, which is scheduled there April 16-19. Further plans for the BAB will be presented to the board by President Ryan at that time.

The board adopted a resolution thanking Robert D. Swezey, WDSU New Orleans, for his services as chairman of the BAB incorporating board, which with Mr. Ryan selected the full board membership. Other incorporating board members were Messrs. Kobak, Quarton, Caley and Woodall. As acting chairman of the full board pending election of a permanent chairman, Mr. Swezey presided in initial phases of Thursday's session.

Envisioned as ultimately a million-dollar sales promotion agency, BAB currently is operating on a budget of approximately $185,000, plus income from new, non-NAB members.

Attending the meeting were:

John Herbert, NBC vice president (alternate for Niles Trammell, NBC board chairman); Louis Hausman, CBS vice president (alternate for Frank Stanton, CBS president); Mark Woods, ABC board vice chairman (alternate for ABC President Robert Kintner); Frank White, MBS president; Jack Poppele, vice president, WOR New York (alternate for Theodore Streibert, WOR president); Tom Harker, for Fort Industry Co. (alternate for George B. Storer, Fort Industry president); John F. Patt, president, G. A. Richards stations; Messrs. Swezey, Woodall, Caley, Quarton; Simon Goldman, WJTN Jamestown, N. Y.; Hugh Terry, KLZ Denver; Kenyon Brown, KWFT Wichita Falls, Tex.; Harry Spence, KXRO Aberdeen, Wash.; William Beaton, KWKW Pasadena, Calif.; Messrs. Avery and Peters.

Those who were unable to attend and were not represented by alternates were Frederic W. Ziv, Frederic W. Ziv Co.; Paul Kesten; Martin B. Campbell, WFAA Dallas; Walter Evans, president, Westinghouse Radio Stations Inc.

MR. KOBAK

* * *

ARBI RESULTS

Stir Ryan's Enthusiasm

BAB President William B. Ryan was described as enthusiastic last week after hearing Joseph B. Ward, managing director of Advertising Research Bureau Inc., Seattle, describe the point-of-sale survey technique and the results of a series of ARBI tests which showed radio consistently outpulled newspaper advertising, dollar for dollar.

Mr. Ward conferred with President Ryan Monday. Retailers' enthusiasm for the point-of-sale method, and for the results it has shown, is expected to lead to requests that BAB launch a nationwide survey project [CLOSED CIRCUIT, Feb. 26]. The question was not broached at the BAB board's initial meeting last Thursday, which was devoted to organizational matters and broad policy objectives (see story above).

NARTB CONVENTION

Four-Day Meet Set

FOUR days of meetings will mark the first three-way convention of the broadcasting-telecasting industry's trade association—National Assn. of Radio & Television Broadcasters (formerly NAB).

The convention meetings will be held in Chicago April 15-19 at the Stevens Hotel.

Quick glance at preliminary convention planning indicates the management meetings will open Monday afternoon, April 16; radio work sessions Tuesday and Wednesday; banquet Wednesday night; TV sessions all day Thursday. Engineering meetings open Monday and wind up Wednesday.

Special attention is being given the annual exhibits of heavy equipment and the displays of light equipment and broadcast services. These shows will open Sunday at 10 a.m. and conclude Wednesday at 5 p.m.

Early Arrivals Expected

No formal convention events are scheduled Sunday but convention arrangers expect many broadcasters and engineers on the scene that day. The formal management program will not open until 2:30 p.m. Monday. After a two-hour session delegates will attend receptions in connection with the displays.

This program arrangement provides much more time for inspection of individual displays and contacting of those in charge of the exhibits.

The convention will be formally opened Monday afternoon by Eugene S. Thomas, WOR New York, chairman of the board's convention committee. He will present Judge Justin Miller, who becomes NARTB board chairman under the by-laws reorganization just approved by the NAB membership.

Judge Miller will make his annual report and introduce the new NARTB president. The presidency has been offered Carl Haverlin, president of Broadcast Music Inc. (see NARTB-NAB story page 23).

Tuesday and Wednesday will be radio work days at the management conference. Broadcast Advertising Bureau is to have Tuesday morning and FM Wednesday morning for sales clinics.

In the discussion stage is a proposal to present a front-rank radio entertainer at the Tuesday luncheon. It is anticipated FCC Chairman Wayne Coy will be tendered an invitation to address the Wednesday luncheon, permitting both radio and TV delegates to participate along with engineering delegates.

Tuesday afternoon and Wednesday will include workshop sessions covering such topics as legislation; manpower, including deferment, wage ceilings, relaxation of operator license rules; taxes; legislation; supplies of materials and components.

The TV board will direct planning for the Thursday video meetings.

Engineers will have a number of special features, including the annual industry-FCC roundtable at which FCC spokesmen answer questions and take part in rapid-fire exchanges with engineering spokesmen. A panel of government defense officials is planned.

Exhibit Plans

Plans for the exhibits are moving forward at NAB headquarters. Already booked for space in Exposition Hall, where heavy equipment will be shown, are RCA, General Electric Co., Allen B. DuMont Labs., Gates Radio Co., General Precision Labs., Andrew Corp., SESAC, BMI, Federal Telecommunication Labs and NAB Station Relations Dept.

Registration will take place in Exposition Hall.

Three pre-registration application forms were mailed to stations last week by C. E. Arney Jr., NAB secretary-treasurer. Advance registration for the management radio session (Mon. p.m.; Tues., Wed. including lunches; banquet) will be $30 ($32.50 for late registration).

Engineering registration (Mon.

(Continued on page 88)

HADACOL

What Hadacol does for Sen. LeBlanc . . .

* * *

By EDWIN H. JAMES

AN EXTROVERT Cajun from the bayous of Louisiana—as glib a medicine man as ever fobbed off a jug of colored water on an infirm and gawking rube—has, within the past three years, parlayed a patent medicine formula and a $2,500 bank note into a household word and a $20 million business.

The medicine man is Dudley J. LeBlanc. His medicine is Hadacol. Not since Lydia Pinkham brewed her first mess of energizing roots has there been anything like Mr. LeBlanc in the patent medicine fraternity.

Mr. LeBlanc enjoys immense advantages over the late Mrs. Pinkham. First, his potential customers are not confined to that fraction of the population that is female and peculiarly distressed; indeed Hadacol is said to do wonders for everyone from the cradle to the grave, and possibly a little before the cradle. Second, his formula was perfected in the radio age.

Radio, in the opinion of Mr. LeBlanc's advertising experts, has done more than any other medium to build Hadacol from a backyard operation in Mr. LeBlanc's dilapidated barn to a nationwide industry that Mr. LeBlanc does not hesitate to predict will gross more than $75 million in 1951.

Hadacol commercials today are on some 900 stations in the 24 states where the product is sold. By the end of the year, when the Hadacol company expects to have achieved national distribution, they will be drummed into the public consciousness from some 2,100 stations. Hadacol now spends an average of $200,000 a month on radio, mostly spots, and the amount will grow, of course, with the vast expansion planned for 1951.

The Hadacol radio technique has been carefully planned by the company to accelerate sales even more rapidly than Hadacol itself invigorates the languid.

Saturation radio campaigns precede the arrival of Hadacol in markets the company is opening. For five days before the first bottle of Hadacol arrives in a community, the air is filled with a "mystery tune" contest. Listeners who correctly identify the "mystery tune" are told they will receive a free bottle of Hadacol.

There are unique features to this contest. For one thing, the "mystery tune" quite often is one that currently leads the Hit Parade, a prudent insurance against the frightful possibility that some listener might not recognize it. For another, those alert students of music who submit correct answers do not receive a bottle of Hadacol, but a coupon entitling them to a free bottle at their local drug store.

Druggists, being without a bottle of the remedy in stock, can do nothing but fight a delaying action against the growing hordes of customers clamoring for Hadacol—until they are relieved by the fortuitous arrival of Hadacol distributors.

"Man, those druggists usually got up a real head of steam before we give 'em the first bottle," a Hadacol executive explained last week.

By the time the Hadacol distributor comes to their rescue, the besieged pharmacists are in a mood not only to accept enough free Hadacol to cover the coupons that have been won but also to order large quantities for sale. As Hadacol executives put it, the method assures quick distribution.

Once Hadacol has been successfully introduced to a reeling community, the company's radio usage settles down to a steady four or six spots per day on selected stations, enough to convince those who already have tried Hadacol that their ailments are vanishing and to persuade the unadvised or skeptical that Hadacol is what they need for a rich, full life.

The enormous success of Hadacol has been achieved despite a number of obstacles such as Mr. LeBlanc's original poverty and, more bothersome, a persistent observation of the company's development by the Federal Trade Commission.

The querulous FTC has exhibited a nagging interest in Hadacol advertising copy, particularly in the testimonials that Mr. LeBlanc has assiduously gathered from satisfied users, some apparently contributing their remarks after deep draughts of Hadacol, which is 12% alcohol.

Starts Testimonials With Free Samples

Mr. LeBlanc started accumulating testimonials from Cajun neighbors to whom he distributed samples of Hadacol free, in the pre-commercial, or formative, period of his enterprise. Having been bothered by annoying legal inconveniences during his earlier career as a manufacturer of Happy Day headache powders and other remedies, he thoughtfully provided himself with a recording machine and a notary public when soliciting testimonials for Hadacol.

Later he resorted to the device of including a form in every Hadacol package, inviting customers to write Mr. LeBlanc, at his Lafayette, La., headquarters, and tell about their experiences with Hadacol. Many have accepted the invitation.

Among testimonials harvested by this means was one from a grateful Arkansas preacher who wrote: "My nerves were bad, poor appetite, lost of manhood, dry skin, and general rundown in manly vigor, lost of manly pep, but since I had started to use Hadacol I feel like a new man."

Last year Mr. LeBlanc was discouraged from using such testimonials by the FTC, which did not

Radio's Biggest Medicine Show

. . . he says it can do for you.

* * *

openly question their veracity but did doubt that Hadacol would accomplish the wonders that some of its users claimed.

Among advertising claims which Mr. LeBlanc agreed to abandon, in a stipulation he signed with the FTC, were: that Hadacol will restore youthful vigor and appearance; that Hadacol has any therapeutic value other than providing some quantities of vitamin B1, iron and Niacin; that use of Hadacol assures good health.

Mr. LeBlanc, a resourceful man, rallied quickly from his encounter with the FTC. Testimonials are still the backbone of Hadacol advertising, but they have been somewhat modified.

One Goble Cannon, a crossing watchman for the Wabash Railroad in St. Louis, has been quoted by Hadacol as saying: ". . . I don't have a chance to get much exercise. I seem to get gas on my stomach and then I lose my appetite. Many times I have had nervous spells and been unable to sleep at night. Then one day I heard how other folks were being helped by Hadacol. Now the gas on my stomach has vanished, my appetite is first rate and I get a good night's sleep and those nervous spells? I very seldom have them any more at all. I think Hadacol is mighty fine."

Mr. LeBlanc hit upon the formula for Hadacol after years of scientific research conducted in a corner of his ramshackle barn at Abeville, La. He had been passionately interested in vitamins since he was cured of what he says was an arthritic condition in 1938 by injections of vitamins given him by a doctor. In the interval between his cure and the discovery of Hadacol Mr. LeBlanc warmed up for what was to be his greatest medicinal achievement by perfecting two lesser remedies, Happy Day headache powders and Happy Day cough syrup. Neither found a permanent place in America's medicine cabinets.

In 1946 he produced the first batch of Hadacol and tried it out on ailing neighbors with what he modestly describes as miraculous results.

"One woman was sick for 22 years," Mr. LeBlanc recently recalled. "Now she's 46, and I've seen her plowing the fields behind two mules."

Having wrought such therapeutic marvels as raising a middle-aged woman from her sick bed to a useful occupation behind a plow, Mr. LeBlanc decided to give Hadacol to the world. He borrowed $2,500 from the Iberia National Bank of New Iberia, La., made up a big batch of the stuff and began to advertise.

He bought his first radio spots on WNOE New Orleans and KSLO Opelousas, La. The stations made him pay for the first modest schedules 10 days in advance. Before the completion of the original contracts, he had sold enough Hadacol to finance an expansion of his radio campaign. It has been spreading like a prairie fire ever since.

Abandons P. I. Deals As Distribution Spreads

In the early stages of Hadacol's radio development, Mr. LeBlanc occasionally indulged in per inquiry contracts, but his organization later abandoned that type of advertising as Hadacol attained widespread distribution through retail stores.

Today Hadacol pays for its radio advertising, but at the very best rate it can get. The company places its radio business direct, with either Jack Rathbun, advertising director, who formerly was stations director of Arkansas Airways Co. (KXLR Little Rock, KHOZ Harrison, KWEM West Memphis, KWAK Stuttgart), or George Dupuis, the company's timebuyer, in charge.

It is customary for the Messrs. Rathbun or Dupuis, when buying new radio markets, to send wires to stations asking for a quotation on the price of, say, 1,500 spots in 52 weeks. Occasionally, when the stations have submitted their price, the LeBlanc company sends a second wire offering the business at half the price quoted.

It is not known how many of the 900 stations now doing business with Hadacol have agreed to the "package" deal, but it is known that many have stuck by their quotations and have been given Hadacol contracts.

Typical of the Hadacol technique in moving into new markets was its invasion of Los Angeles, a community that naturally greets new nostrums with outstretched arms. Hadacol had 12 spots per day on 16 Los Angeles stations for several weeks preceding the delivery of the first bottle to the community. The radio campaign was topped off with Hadacol's only network adventure to date, a half-hour broadcast Jan. 12 on MBS, Liberty Broadcasting System and 150 unaffiliated stations and rebroadcast the next night over ABC. Within a month after its introduction to Los Angeles, $1 million worth of Hadacol was sold.

The network program, which cost $50,000 for time and talent, according to the LeBlanc company, featured Groucho Marx, Judy Garland, Vic Damone, Minnie Pearl and, not unexpectedly, Dudley J. LeBlanc, who is never at pains to conceal his role as the discoverer of the 20th century's miracle remedy.

Mr. LeBlanc was also conspicuous in the Hadacol caravan, a traveling medicine show that played in 19 southern cities last summer, attracting an estimated 400,000 people, each of whom paid a Hadacol box top as admission.

The Hadacol caravan had music, girls, clowns and big-name stars, including Mickey Rooney, Carmen Miranda, George Burns & Gracie Allen, Chico Marx, Connee Boswell and Minnie Pearl. Radio was used extensively to promote the shows staged by the caravan.

This summer, according to Mr. LeBlanc's present plans, the Hadacol caravan will be transported on a special train, will visit more than 19 cities. Characteristic of the skyrocket nature of Hadacol, the caravan which cost $350,000 in 1950, will cost $1 million this year.

Radio appropriations take about half of the total Hadacol advertising expenditures. The rest goes into newspapers, outdoor, direct mail, premiums such as Captain Hadacol comic books, T-shirts that glow in the dark, lipsticks ("this makes you LOOK good, but to FEEL good take Hadacol"), clocks, toothpick holders and schoolboy's rulers.

Mr. LeBlanc's energies have by no means been exhausted by the job of running a backyard business into a multi-million-dollar concern. Invigorated beyond normal limits of strength by frequent recourse to his own tonic, he is able to conduct an active career as a Louisiana state senator.

Louisianans believe that his political aspirations do not stop with his present job. His whirlwind advertising, they say, is intended not only to pour Hadacol down the throats of everybody in the country, but to fix the name of Dudley J. LeBlanc on the tip of every tongue as well.

To some extent Senator LeBlanc, or "Cousin Dud," as he is known among the bayou folks, follows the pattern of other political figures who have risen to eminence from Louisiana. He has some of the characteristics of the late Huey Long, particularly a talent, like the Kingfish's, for self-promotion.

The time may come when, instead of Hadacol commercials, the voice of Candidate Le Blanc will be booming from loudspeakers throughout the land.

NBC SHIFT

Mills Succeeds McCluer; Scott Promoted

WALTER D. SCOTT, eastern sales manager of NBC, was promoted last week to national radio network sales manager, a new position, and Gordon H. Mills, of the eastern network sales staff, was advanced to midwestern radio network sales manager.

Mr. Mills succeeds Paul McCluer, who resigned to join Wade Adv. Agency, Chicago. Mr. Mills will make his headquarters in Chicago.

The promotions were announced Wednesday by John K. Herbert, NBC vice president and general sales manager for the radio network.

Report to Scott

All regional radio network sales managers will report to Mr. Scott in his new position. He has been with NBC since 1938, when he joined the sales department, and has been eastern sales manager since 1949.

Mr. Scott served in the sales department of Hearst Radio before

Mr. Mills

Mr. Scott

he joined NBC, and, prior to that time, was on the advertising staff of the *Daily Oklahoman and Times*.

Mr. Mills joined NBC in 1933 as a guest tour supervisor and became manager of what is now Guest Relations in 1936, before moving to the sales staff in 1937. He left to become business manager of the radio and television departments of Kudner Agency in 1943, returning to NBC network sales in 1949.

Previously With RCA

He formerly was employed in RCA radio sales; Chicago *Herald and Examiner* advertising space sales, and also established and managed the Philadelphia office of Erwin, Wasey & Co., advertising agency, and was national advertising manager of Grit Publishing Co.

Meanwhile, Carl M. Stanton, NBC manager of television talent and procurement, announced that George H. Halbert, of the NBC legal department, has joined the television talent and procurement department as television contract negotiator. He will negotiate all television talent and program contracts, and manage related contract matters.

Mr. Halbert has been with the network's legal staff since January 1949 and has been senior attorney in charge of television matter for the last year.

ARMY-AIR FORCE

Grant Gets Ad Contract

RECRUITING contract for the U. S. Air Force and Army, now handled by Grant Advertising Inc., will be renewed for the coming fiscal year, the Defense Dept. announced last Monday.

At the same time it was disclosed that the two services are seeking an "appreciably larger" advertising budget to cover recruiting activities beginning July 1. A sum of approximately $4 million was quoted in some Pentagon quarters.

While no figures were revealed on media breakdown, it was learned that radio and television will receive a substantial share—possibly the 40% now allocated—of the total outlay. The paid broadcast allocation for the current year (1950-51) is $636,400 out of a total of $1,591,600, with about $567,163 already obligated (paid out) to the Grant agency.

In making the announcement, the Defense Dept. said the renewal is "contingent upon appropriation by Congress of necessary funds" for advertising supplies and services for the recruiting service of the two branches. The estimated $4 million figure was said to compare with funds allotted immediately after the war, though the outlay has fallen off in recent years.

Contract Extended

Grant Advertising originally was granted the contract for a six-months' period beginning Jan. 1, 1950. The pact was later extended another 12 months. It was previously handled by Gardner Advertising Co.

Industry observers are expected to keep a watchful eye on the radio share in view of the controversy which arose last year when stations protested donations of free time to organizations conducting paid advertising campaigns in other media. The issue was crystalized through NAB and BAB in the wake of an earlier disclosure that radio had been virtually excluded from appropriations for recruiting drives [BROADCASTING • TELECASTING, March 6, Feb. 27, 13, 6, 1950].

RUPPERT BEER

New Product Gets Backing

JACOB RUPPERT Brewery, New York, using the biggest advertising and merchandising campaign in its 84-year history, launched a new product last week, Ruppert Knickerbocker beer.

The firm, through its agency, Biow Co., New York, will continue its television advertising using the *Broadway Open House* and *Zeke Manners Show*. In addition a local spot radio campaign will be used.

IN REVIEW

PROGRAM FACTS

Lonesome Gal, five-a-week, 15-minutes, transcribed on 59 U.S. and 14 Canadian stations.
Sponsors: Philip Morris & Co. (Bond Street tobacco) on 11 U.S. stations, Imperial Tobacco Co. (State Express cigarettes) on 14 Canadian stations; Anheuser-Busch Inc. (Budweiser Beer) on 10 Montana stations; other sponsors in various markets.
Released by: Cheshire & Assoc., Los Angeles.
Cast: Jean King.
Producer-director: William Rousseau.

A YOUNG but suffering spinster who describes herself as a veritable dynamite charge of passion, but who scrupulously conceals her identity lest some excited admirer attempt to light the fuse, is lending her graceless presence to the schedules of 73 radio stations these late nights.

She calls herself Lonesome Gal. If her conduct in her private life is in character with her radio performances, it is easy to understand how she came to select her name.

Lonesome Gal has trained her voice to have the steamy quality of a whisper breathed into your ear from a range of less than an inch. She addresses herself to an audience of one, apparently thinking of her single listener as a male, half drunk and dying to be cooed to.

Her signature song, with which she opens her show, sets the exact mood of her performance, the lyrics adding up to the suggestion that she and the befuddled object of her attentions should fling away the future in the madness of tonight. "Who knows what tomorrow brings?" is the theme of her appeal.

"Hello, angel, this is your Lonesome Gal," she says. "Sweetie, no matter what anybody says, I love you better than anyone in the whole wide world."

From time to time she plays music of a kind that accentuates the oppressive atmosphere. "I must be a dreamer," she said recently, "but I'm thinking, angel, of those wonderful days ahead when you and I will wrap our arms around each other's waist . . . when we will sit beside the river . . . I'm thinking, sweetie, about summertime." This was her introduction of a particularly cloying arrangement of the Gershwin song.

The program proceeds on this high plane to its all too delayed conclusion. "I no sooner get snug and cozy with you, baby, than I have to leave," she says morosely, but somehow implying an expression of relief to be out of the trap before it's sprung.

Lonesome Gal is a sort of vocal strip teaser who scuttles into the wings at the exact moment the fatal button is undone. More to the point, it must be said that her performances exalt the unrequited aspects of unrequited love.

The entire atmosphere of the program is, in the correct sense of the word, indecent.

MOTOROLA ADS

Ups Budget $1 Million

MOTOROLA Inc., Chicago, has appropriated an additional $1 million for spring advertising for a concentrated campaign on its entire line, Ellis Redden, director of advertising and sales promotion, said Thursday.

The only broadcast media to be used in the current drive is Motorola's continuing sponsorship of *Four Star Revue* on NBC-TV. Next fall, however, a heavy spot announcement campaign on both radio and TV is expected to be launched.

"A couple of hundred" non-TV markets then will be chosen for AM announcements as a supplement to the network video vehicle. Possibility of scheduling programming in AM-only markets is being considered also. The entire line will be plugged on the TV purchases, the radio line (home, auto and portable) in non-TV areas, Mr. Redden said.

Radio and television get about 40% of the firm's advertising budget this year. The total advertising money spent last year was $15 million. The additional $1 million just added is only for the spring campaign.

Year-end budgets have not been set, so 1951 advertising expenses may not exceed those of 1950.

ATTENDING the CAB Convention in Quebec (l to r): Mickey Sillerman, World Broadcasting, New York; Doug Grant, CHNS Halifax, and Joe Weed, Weed & Co., New York.

CANADA RADIO BOOM

U.S. Advertisers Buy

By FLORENCE SMALL

HEAVY American advertisers in significant numbers are plunging into Canadian radio to promote their products among the 14 million population of Canada.

Radio schedules are being placed in markets extending from the Nova Scotia-New Brunswick line to British Columbia, seeking to widen the sale of breakfast food, soap, aspirin and magazines.

Kellogg Co., Battle Creek, Mich., one of radio's largest breakfast food advertisers, starts today (Monday) for its corn flakes and Rice Krispies a five-time weekly spot announcement schedule in four and six Canadian markets respectively. On April 16 another campaign will be launched for Bran Flakes in six markets, seven times weekly, and on April 2, Raisin Bran starts in a few markets, seven times weekly.

The spot activity of Kellogg will be in addition to the firm's sponsorship of *Clyde Beatty* and *Mark Trail*, both heard on 14 stations in Canada since Feb. 5 [BROADCASTING • TELECASTING, Jan. 22], and another half-hour program, *Magic Diamond*, which started Feb. 10 in three cities in French Canadian territory. The latter program is written entirely in French, including the commercials. All Kellogg's Canadian business is through Kenyon & Eckhardt, New York.

Procter & Gamble, radio's largest advertiser, through Pedlar & Ryan, New York, also is hitting the Canadian trail, lining up availabilities for its Camay soap.

P&G's Dreft, through Dancer-Fitzgerald-Sample, New York, shoves off a Canadian spot announcement campaign in 13 markets effective March 13, five times weekly.

P&G's Drene (shampoo) starts March 19 in 11 Canadian markets. Compton Adv., New York, is the agency. In addition, P&G had started in mid-January a spot schedule for Ivory Snow on 12 Canadian stations in eight markets through Benton & Bowles. Among the other P&G products running regularly on the Trans-Canada Network are Ivory Soap, Ivory Flakes, Duz, Crisco and Fluffo (shortening), all through Compton.

Sterling Drug, through Dancer-Fitzgerald-Sample, New York, on Feb. 20 started a spot promotion campaign for its aspirin in three markets in Canada.

Quite another type of advertiser, *Ladies Home Journal*, through BBDO, New York, started a Canadian spot campaign Feb. 28 in seven markets.

Reasons advanced for the sudden accelerated interest in Canadian radio are several, but they all reduce themselves to a somewhat spontaneous realization of the rich potential of the growing commonwealth to our north. One station representative attributed the spontaneous awakening in part to the publicity deriving from the recent widespread discovery of oil in western Canada, while another ascribed it to the increased distributive capacity of the American advertisers.

CAB DEFENSE PLANS

Outlined At Meet

By JAMES MONTAGNES

IN KEEPING with the times, Canadian broadcasters last week bore heavily on radio's role in Canada's developing civil defense program and took a detailed look at its good neighbor medium, American radio.

Heaviest turnout in the history of the Canadian Assn. of Broadcasters found nearly 400 executives of the Canadian and American broadcasting industry attending the Monday-Thursday annual meeting held at the Chateau Frontenac, Quebec City [BROADCASTING • TELECASTING, Feb. 26].

At a closed session Tuesday afternoon, CAB members were given a broad look at radio's function in civilian defense and disaster preparations in various sections of Canada. Broadcasters discussed how best the industry could help in all emergencies. Panel was chairmanned by Vic George, CFCF Montreal.

Civil Defense Plans

Consensus was radio would (1) inform the public and (2) serve as close liaison with local civil and military authorities. CAB resolved that the industry prepare detailed plans and join or initiate local civil defense units.

That afternoon, at a business closed session, General Manager Jim Allard submitted his report to the convention delegates. Later, CAB Board Chairman Bill Guild, CJOC Lethbridge, reported on the Massey Royal Commission report on broadcasting and television, now expected to be released April 15. Delegates endorsed CAB's Royal Commission Committee urging it to continue its work.

Also, decided was that stations identify all copyright music in the shortest time since current copyright agreements end this year.

Welcomed were United States agency, station representatives and advertising firms, at which time Ben Laird, WDUZ Green Bay, Wis., was introduced as a representative of the entire U. S. radio industry. William Fay, WHAM Rochester, was official NAB delegate. Special mention was made of the late John J. Gillin, Jr., WOW Omaha, who had regularly attended the meet as NAB representative.

Opening panel was on "Earnings and Services"; Chairman F. H. Elphicke, CKWX Vancouver. Charlie Edwards, Press News, Toronto, spoke on news value to a station operation, pointing up its top priority with listeners as shown in surveys in four main Canadian cities. Other news features were explained by Phil Curran, British United Press, Montreal.

Transcription library panel participants included Alex Sherwood, Standard Radio; John Langlois, Lang-Worth Feature Programs; Al Sambrook, RCA - Thesaurus; Bert Lown, Associated Program Service, and Mickey Sillerman, World Broadcasting System.

Open-end transcription advantages were discussed by Stuart MacKay, All-Canada Radio Facilities, Toronto, and Spence Caldwell, of S. W. Caldwell Ltd., Toronto. Floor comment brought up the need for more Canadian shows, use of transcribed shows to meet personnel shortages and the need for building continuity for Canadian stations.

Col. William Abel, vice president, MacLaren Adv. Co., Toronto, replaced Maurice Mitchell, Associated Program Service, New York, as luncheon speaker. He urged Canadian outlets to sell themselves to the public.

A panel, called "Information Please," was chairmanned by Mr. George. Among the panel members were Ruth Jones, Benton & Bowles, New York; John Weed, Weed & Co., New York, with other participants from Hamilton, Montreal and Toronto.

More market data for the advertiser and agency from smaller market stations was emphasized in addition to the need for station men to meet agencies and clients personally; stations to make local presentations to local sales representatives of national accounts; desire of U. S. timebuyers to obtain faster data on availabilities and more concise market data on Canadian stations.

Research Covered

Research problems were discussed Tuesday morning in an "Earnings and Audience" panel with Ralph Snelgrove, CKBB Barrie, the chairman. CAB Quarter Century Club awards were presented at a dinner with Chairman Malcom Neill, CFNB Fredericton, making 22 awards.

First presentation of the John J. Gillin Jr. Memorial Award was made to J. O. Blick, CJOB Winnipeg, for that stations "outstanding community service in the interest of charity." Joseph Sedgwick, CAB counsel, made the presentation for William Cranston, CKOC Hamilton, Awards Committee chairman, who was ill.

Mr. Sedgwick recalled the place the late Mr. Gillin held in the

(Continued on page 87)

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AMERICAN and Canadian delegates at CAB convention (l to r): Joseph H. McGillvra and Miss Helen Gill, Joseph H. McGillvra Inc., New York; Charles Godwin, MBS New York; Spence Caldwell, S. W. Caldwell Ltd., Toronto; Carl Haverlin, BMI, New York; Ches. Slaybaugh, Morse International, New York; Helen Thomas, Street & Finney, New York; Gerry Gaetz, CJCA Edmonton; Bernard Musnick, WLW Cincinnati; Vic George, CFCF Montreal; Ben Laird, WDUZ Green Bay, Wis.; Harold Moon, BMI, Toronto; Robert Burton, BMI, New York; Bill Hinman, Kenyon & Eckhardt, New York; Pete McGurk, Weed & Co., New York; Keith Chase, CFPL London.

McFARLAND BILL RIFT

Senate Prods House

By DAVE BERLYN

TESTY overtones began to appear last week in the Senate Interstate & Foreign Commerce Committee's attitude toward the apparent stymie of the McFarland Bill (S 658) in House committee [BROADCASTING • TELECASTING, Feb. 26, 19, 12, 5].

Underscoring a widening rift between the Senate group and the House Interstate & Foreign Commerce Committee, where the FCC procedural bill is currently at rest, were the following developments:

● The full Senate committee, chairmanned by Sen. Ed C. Johnson (D-Col.), for the fourth time in the past two years, unanimously recommended passage of the radio measure.

● As a sequence to this move, the House committee, if it follows its procedure of last year, probably will hold hearings again on the FCC-opposed bill.

● Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, took to task the FCC for requesting action on the radio fraud section of the McFarland Bill in the form of separate legislation.

Executive Meeting

At an executive meeting Wednesday, the Senate group unanimously reported FCC's monitoring bill, as passed by the House a fortnight ago. The measure (HR 1730) contains similar language already included as a provision of the McFarland Bill. As it did last year, the Senate committee struck the language of the House-approved monitoring measure and attached the provisions of the McFarland Bill as a "rider."

Acting Chairman Paul A. Walker of the FCC had referred to the monitoring bill, which would give the Commission authority to purchase lands and construct buildings for the purpose of monitoring broadcast signals, as essential in view of the national emergency when he appeared before the House committee Feb. 19 [BROADCASTING • TELECASTING, Feb. 26].

Capitol Hill parliamentarians were quick to point out that the latest Senate maneuver had many overtones. Since the measure reported by the Commerce committee in the upper chamber is a House-passed bill—and it most likely will pass the Senate with little trouble—the House will have the alternative of (1) appointing conferees or (2) holding hearings on the measure.

An identical situation occurred last summer when the Senate passed a House-approved monitoring bill [BROADCASTING • TELECASTING, July 31, 1950]. At that time, the House committee, chairmanned by Rep. Robert Crosser (D-Ohio), chose to hold hearings.

However, a notable change in the general climate this year is the emergency nature of the monitoring bill and the anxiety of the FCC to have such a bill passed in the shortest time possible. The House committee moved double-time to clear the monitoring bill for lower chamber consideration early in this session.

In effect, this places the upper chamber in the position of demanding some kind of procedural bill be enacted, whether it be the McFarland Bill or some other version—points repeatedly expressed by Senate Majority Leader Ernest W. McFarland (D-Ariz.), author of the measure.

Fraud Law Omitted

Significantly, the Senate committee this time deleted that section of the bill which provides for the setting up of a radio fraud law, as an amendment to the U. S. Criminal Code. FCC in the past fortnight has asked Congress to enact the measure—separate from the all-inclusive procedural bill [BROADCASTING • TELECASTING, Feb. 26].

The FCC request for a radio fraud law, similar to the postal fraud law, had been referred to the Judiciary committees of the Senate and of the House. From the latter committee, Chairman Emanuel Celler (D-N. Y.) already has introduced a bill (HR 2948) to accomplish this purpose.

But in the Senate, Chairman McCarran has sent a stinging letter to the FCC, admonishing the agency for its failure "to mention the fact that a provision such as you advocate was included as Sec. 19 in the bill S 658, which was passed by the Senate on Jan. 25 of this year and is now pending in the House. . . . Why you should desire the separate introduction of this section when it has already been approved by the Senate once is not made clear."

Sen. McCarran's letter continued:

In your letter of Feb. 13, you point out that the Commission does not have any criminal jurisdiction in either mail fraud or radio fraud cases; and it is clear the Commission would have no jurisdiction under the provisions of the new Criminal Code section which you have proposed.

It seems to me, therefore, that the Commission probably has less interest in this matter than the Dept. of Justice; and certainly, it would seem that the Dept. of Justice, which administers and enforces the Criminal Code, would be the proper agency to transmit a recommendation for the amendment thereof.

The Senator also stated that if the fraud law should be enacted it would be possible for a station operator to justify the denial of using facilities of his station to "almost any person or group he wished to keep off the air" by citing this criminal provision.

He pointed out that the proposed statute "would give the federal government criminal jurisdiction over frauds committed not merely by means of an agency *of* the United States (the mails) but by means of an agency which the government *only regulates*."

Hears FCC Testimony

The Senate Commerce group said it had not included the radio fraud provision of the McFarland Bill in its rider to the monitoring measure since the FCC requested enactment of the fraud law "eight days after the Senate had passed S 658 . . . and [the request] was referred to the Senate Judiciary Committee which plans to study the proposal carefully."

The House Commerce group heard FCC testimony behind closed doors on all pending radio matters only nine days before the new Senate committee action.

At that time, Acting Chairman Walker presented the FCC's so-called "model bill," containing the agency's own recommendations for a procedural bill. This revised document was said to be the hub of the controversy, which seems to be rising to the surface, between the Senate and the House radio groups.

NBC GROSS

Tops $92 Million in 1950

NBC's gross income in 1950 hit an all-time high of $92,373,000, an increase of 27% over the network's 1949 gross sales figure of $72,867,000, according to the annual report of RCA, parent company of NBC, issued last week. On Nov. 15, 1951, NBC will celebrate its 25th anniversary as America's first national radio network, the report noted.

RCA also had its biggest business year in 1950, when sales passed the half-billion dollar mark for the first time in the company's history to total $586,393,000, up 48% over the 1949 gross of $397,259,000. NBC accounted for 15.8% of RCA's 1950 gross income, RCA Communications for 2.5% ($14,929,000), Radiomarine Corp. of America for 1.2% ($7,279,000). RCA Institutes for 0.2% ($910,000), with the manufacturing divisions, labs and international divisions making up 81.2% ($476,091,000) and intercompany transactions subtracting 0.9% ($5,189,000).

"Television accounted for all of the increase in broadcasting revenue, while radio remained about the same as in the previous year," the report stated. "The value of time sold by the NBC Television Network in 1950 was more than three times that of 1949. The total exceeded that of the next two networks combined. At the opening of 1951 there were 76 national advertisers using the NBC TV network, more than twice the number (36) at the beginning of 1950."

The report gives no breakdown of actual AM and TV income figures for NBC. Publishers Information Bureau data, however, show the NBC TV network gross time sales to have risen from $6,500,104 in 1949 to $21,185,812 in 1950, while NBC's radio network gross time sales declined from $64,013,296 in 1949 to $61,397,651 in 1950 [BROADCASTING • TELECASTING, Jan. 29].

Commenting on this AM time sales decline of "only 4%" despite the rise in TV billings, the report noted that the average number of stations used by advertisers sponsoring NBC radio programs rose from 113 to 124 in the daytime and declined from 148 to 143 at night.

"Total sponsored hours of NBC national network programs at the end of 1950 exceeded by two and one-half hours per week the usage in 1949," the report said.

NBC's National Spot Sales Dept. had all-time high revenues in 1950, with total dollar volume for both radio and television surpassing any year since NBC was organized in 1926, the report stated, without divulging the dollar figures.

Other NBC data covered by the report include: An increase in NBC employes from 2,879 to 3,482 during 1950, "virtually all . . . attributable to television"; seven new TV stations joined NBC for a total of 63 affiliates, of which 47 are connected by cable or radio relay; nine stations joined the NBC radio network, raising the total to 180; NBC television doubled its output of kinescope-recorded film during the year.

RCA Earnings

RCA's net earnings, the report revealed, totaled $46,250,000 in 1950, 84% higher than the $25,144,000 reported for 1949. These earnings were equivalent to $3.10 a share of common stock and represented 7.9% of net sales. RCA during the year declared dividends totaling $17,010,000, compared with $10,081,000 paid in 1949, with $3,153,000 ($3.50 a share) or preferred stock and $13,857,000 ($1 a share) on common stock.

RCA's total current assets on Dec. 31, 1950, were $209,959,000. Plant and equipment additions during the year amounted to $20,450,000, compared with $16,340,000 in 1949.

For the past 10 years RCA has had an average gross income of $314,486,000, an average net profit before federal income taxes of $38,547,000 and an average net profit after income taxes of $17,614,000. Profit before taxes has averaged 12.2% of the gross each year of the decade, with an an-

(Continued on page 58)

5000 WATTS
1320 KC

KELO

AFFILIATE

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

LET THE BUYER BE-WHERE

RESULTS ARE THE FARE!

IF IT'S FEEDS

The Sharp Milling Company is one of the largest feed manufacturers in this Midwest area. This company is presently using Radio Station KELO *exclusively* to promote the sale of Sharp's Feed. The present campaign consists of two quarter hours—one ten minute period—and one spot announcement per day. They selected KELO in competition with five other area stations because of KELO's outstanding rural programming. Les Harding, KELO's farm director is considered to be the outstanding farm authority in the area, and has developed listening ratings without equal.

OR FURNITURE

The Donahue Furniture Company, located in Sioux Falls, is South Dakota's largest Furniture store. Three years ago this account started on KELO with one-half hour per day Monday through Friday. Shortly after the program started, it was extended to six per week. Six months after the program had been in effect, the account added twenty spot announcements per week. Approximately six months later, another twenty spot announcements per week were added, and in the latter half of 1950, six more spots per week were placed on the schedule. In November of the past year, an evening half-hour joined their highly productive campaign. This account is currently using seven half-hours per week and forty-five spot announcements per week on KELO. An order for five additional spots per week is awaiting satisfactory availabilities.

P.S. EVEN WITHOUT TV (OUR APPLICATION IS FILED) KELO DOMINANCE IS THE CLEAREST PICTURE IN THE RICH SIOUX FALLS MARKET.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

SIGNAL CONTROL

Study Plan Modifications

SUGGESTED modifications of a proposed amendment to the Communications Act—some offered by NAB for the industry, and others indicated by the Senate Interstate & Foreign Commerce Committee—marked developments on the Defense Dept.'s emergency radio-TV control plan last week.

On Capitol Hill the Senate group was weighing—though it had not yet drafted—a plan which would limit the inclusion of electro-magnetic devices to those throwing out radiations over a certain distance—possibly in excess of five miles.

Senate Group Views

The proposal is being studied by Chairman Ed C. Johnson (D-Col.) and members of the Senate Commerce Committee, which earlier held two-day hearings on the Defense Dept.'s request, embodied in a bill introduced by Sen. Johnson, for authority to curb radio and television broadcasting and other radiations capable of "homing" enemy aircraft and missiles [BROADCASTING • TELECASTING, Feb. 26].

The committee is marking time until it receives reactions from such groups as Radio-Television Mfrs. Assn., the Air Force, FCC and others. At deadline Thursday, only NAB had filed comments on the committee staff proposal, which hopes to give the military sufficient authority within the framework of Sec. 606 (c) of the Communications Act.

Letter to Johnson

In a letter to Sen. Johnson, NAB President Justin Miller said he felt that, with "slight modifications," the staff amendment "fully effectuates the purposes of the Dept. of Defense."

Judge Miller suggested: (1) Clarification of phraseology setting the President's authority to control communications, specifically that a "proclamation of the threat to neutrality is required before an exercise of the executive powers . . . is authorized"; (2) an additional section spelling out compensation to owners whose equipment is not only "controlled or used" but also "closed"; (3) a definition of "radio" in Sec. 301 of the Communications Act to cover incidental radiations of devices not intended primarily for communication; (4) an amendment of the penalty provision of the act to bring any violation of Sec. 606 (c) within FCC jurisdiction.

The Commerce Committee officially took no action last week, nor did it discuss the whole radiations problem in executive session. The next executive session is set for March 14. Whether the committee will take up the military proposal before that date depends on the tenor of reactions from other agencies and groups. Sen. Johnson already has indicated that, if the comments are favorable to the staff amendment, further hearings will not be necessary.

The possibility of modifying the amendment still further to restrict the devices which the amended Communications Act would embrace was held likely at week's end. It probably would have little effect on radio-TV signals, but would eliminate those devices whose radiations would be ascertained to extend within an established radius — possibly five, ten or even 50 miles.

This prospect had been broached during hearings by David Smith, Philco Corp., representing RTMA. He had suggested limiting devices to those with over a half-mile radiation, and opposed giving FCC any more authority over interference problems in normal peacetime operation, lest it would "control everything you do."

The committee obviously was impressed with Mr. Smith's testimony that the Institute of Radio Engineers has spent two years evolving methods of radiation measurement relating to TV receivers. Such a method, he suggested, might be in terms of distance rather than cycles.

Part text of Judge Miller's letter:

With . . . modifications . . . my suggestion for an amendment is as follows:

"Sec. 606 (c). Upon proclamation by the President that there exists war or a threat of war, or a threat to the neutrality of the United States, or a state of public peril or disaster or other national emergency, the President, *if he deems it necessary in the interest of national security or defense*, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations *or devices capable of emitting electromagnetic radiations* within the jurisdiction of the United States as prescribed by the Commission, and cause the closing of any station for radio communication, *or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles*, and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station *or device* and/or its apparatus and equipment, by any department of the government under such regulations as he may prescribe upon just compensation to the owners *for such use and/or loss resulting from such closing or control.*"

With respect to penalty provisions, FCC Comr. George E. Sterling had noted during the hearing held Feb. 21-22, that the Communications Act does not contain express provision for criminal sanctions relating to violations of the Presidential authority as outlined in the present legislation.

Patriotic Motive

Sen. Johnson also has said he felt personally that those proposed by the Defense Dept. and incorporated in his bill are stringent, and compliance should be "a matter of patriotism." The penalties range from $50,000 for corporations to $10,000 for individuals violating the bill, with five years' imprisonment also included.

Sen. Johnson also indicated that, from informed conferences with Maj. Gen. Francis Ankenbrandt, USAF, who represented the Defense Dept. during hearings, the military appears to be amenable to the staff amendment. There had been widespread fears—or at least, understandable caution—lest the military seize far-reaching power over radio-TV broadcasting stations.

AGENCY LISTS

New 11-Point Service

DORRANCE - WADDELL Inc., New York advertising agency, has announced a new 11-point service to advertisers in the package products field. Described in a brochure entitled, "Sales at More Profits," the 11 services include several not normally associated with agency functions.

Available to clients separately or in various combinations, the 11 points include preliminary market and consumer reports; preparation of complete marketing plans; securing of actual distribution; organization of a selling force; advisory sales supervision; management advisory and consulting service; sales promotion, publicity, advertising, public relations and creation of the "exclusive selling idea."

BEVIS HONORED

At KOA Denver Reception

CHARLES C. BEVIS Jr., newly-appointed general manager of KOA Denver, was honored at a reception attended by 500 regional civic, business and government leaders held at the Brown Palace Hotel, Denver, Feb. 27.

James M. Gaines, vice president in charge of owned and operated stations of NBC, which owns KOA, acted as official host. Assisting him were John K. West, vice president in charge of NBC's Western Division; Lew Frost, assistant to Mr. West; Thomas McCray, director of NBC radio operations in Hollywood, and Lloyd E. Yoder, general manager of KNBC San Francisco, NBC outlet there.

Local government officials attending included the newly-elected governor of Colorado, Dan Thornton, and Mayor Quigg Newton of Denver. Executives from Denver civic and business organizations, regional military commanders, presidents of the state's colleges and universities, radio and newspaper officials and advertising executives also were present.

Mr. Bevis was Mr. Gaines' executive assistant before his appointment last month to head KOA.

AFM NEGOTIATION

Meetings Stopped, No New Date Set

AFM-network negotiations in New York to replace national and local contracts which expired Jan. 31 were suspended late Wednesday, with no date set for a further meeting and without comment by either side.

Network negotiators are understood to regard the cessation of negotiations as a "temporary suspension" until reaction of New York, Chicago and Los Angeles locals to a network "package proposal," which if accepted would constitute an over-all solution, is known. Union officials, however, are believed to view what occurred as a "break-off" which could lead to a strike.

Strike Possible

Since AFM contracts have expired, a short-notice strike, either nationwide or locally in New York, Chicago and Los Angeles, becomes a possibility, depending upon the outcome of meetings of the New York and Los Angeles locals expected this week.

The "package proposal" is understood to have been presented to AFM President James C. Petrillo, who represents the Chicago local as well as the national federation, and to officials of New York and Los Angeles locals last week. Union negotiators are believed to consider the proposal unsatisfactory but will present it to their respective executive boards and local memberships for final action.

New York Local 802 reportedly has called a meeting for March 7, the earliest date allowing notification of some 33,000 members. A meeting of Los Angeles Local 47, whose representatives are understood to be dissatisfied with the network offer and to consider its acceptance by their membership unlikely, also is reportedly planned for this week.

Details of the "package" have not been released, but it is understood to include a proposed 10% wage increase for staff musicians, as opposed to a subsequent counterproposal by AFM of a 20% increase. Although the network provision, if any, for increasing musician employment is not known, union negotiators are believed dissatisfied on this score particularly. AFM has sought to ban the playing of recordings over the air between 8 a.m. and midnight.

Paul Patterson III

PAUL PATTERSON, who retired Jan. 31 as president of the A. S. Abell Co., which publishes the *Baltimore Sun* papers (WMAR-TV) last week was reported critically ill in Johns Hopkins Hospital, Baltimore. Mr. Patterson reportedly became ill Feb. 25 on a flight from Mexico where he had spent a three-week vacation.

Now Ready!

The NEW Edition of "Quiz ON RAILROADS AND RAILROADING"

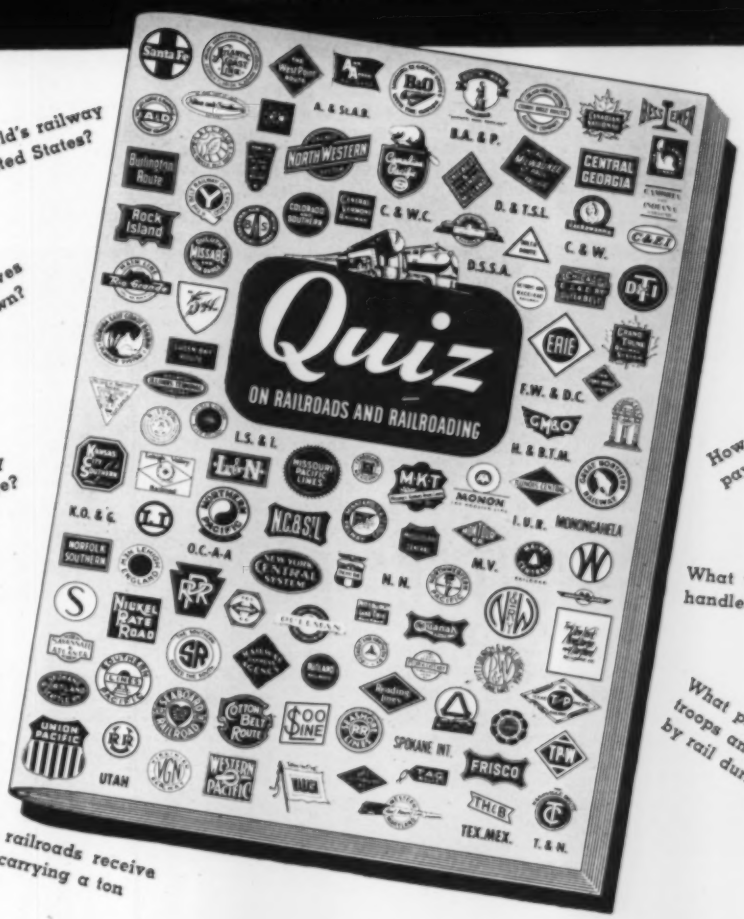
How much of the world's railway mileage is in the United States?

How many locomotives do the railroads own?

What is the story of railroad gauge?

When was Standard Time adopted?

How much do the railroads receive on the average for carrying a ton of freight one mile?



What is the size of the "Railroad Navy"?

How much do the railroads pay in taxes?

What volume of U. S. Mail is handled by the railroads?

What proportion of United States troops and military supplies moved by rail during World War II?

The answers to these and many other questions of interest to every editor, writer, and radio commentator are to be found in the new and revised edition of this popular source book. Authentic information covering the history, operations, properties, personnel, organization, and performance of the nation's basic transportation system is comprehensively indexed for easy use.

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Free Press and Radio Service, Association of American Railroads, Room 926, Transportation Bldg., Washington 6, D. C.

Please send me ..... copies of "Quiz on Railroads and Railroading."

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NARBA OPPOSITION

CCBS Gives Views

CONCESSIONS to Cuba, under the new NARBA agreement, could jeopardize the United States' bargaining position in future negotiations with Mexico, the Clear Channel Broadcasting Service warned last week.

In a letter circulated to all broadcasters under the signature of Ward Quaal, CCBS director, it was pointed out that "sooner or later" it is essential that the U. S. reach an agreement with Mexico, "much more so than with Cuba." The letter continues:

It is naive to assume that, once the new NARBA is ratified, Mexico will not make disastrous effective use of these concessions to Cuba as weapons to force the U. S. to comply with excessive Mexican demands. The United States will enter into such negotiations with its hands tied, having set precedents which it cannot disown, and having fatally restricted its freedom of action.

Alluding to fact that the present NARBA pact, now in the Senate for ratification vote [BROADCASTING • TELECASTING, Feb. 26], lacked the participation of Mexico and Haiti, CCBS declared the treaty "falls far short" of giving the broadcasting industry the "international protection" needed.

The new NARBA . . . not only permits, but it invites . . . Mexican assignments to the detriment of all classes of stations in the United States. This is obvious from recent Mexican demands, and from provisions in the new NARBA which will inevitably incite Mexico to retaliatory measures. It also leaves the door wide open for Haiti . . . to set up stations on any frequency. . . .

CCBS contended that the U.S., having "rightfully rejected" Mexican demands, agreed with Cuba that Cuba may use five of Mexico's six I-A channels "to an extent that will necessarily cause resentment in Mexico and lead to retaliatory measures or even greater demands by Mexico."

In portion of the letter dealing with concessions to Cuba, CCBS described Havana as the "nub" of most of the difficulties. The fact that there are now in operation in that city 29 AM stations and that U.S. delegation "retreated" in agreeing to recognize 31 stations there was held by CCBS to be "cause, directly or indirectly, of much of the resulting injury to broadcasting service in the United States."

Reasons Offered

Going into the various classes of stations, the CCBS offered its reasons for claiming that stations other than its group, are faced with the same or similar situations.

In its conclusion, CCBS contended that proponents of NARBA are "grossly exaggerating" the dangers of having no treaty pending the negotiation of another agreement. It was further held that the U.S. and Canada "can better afford the temporary lack of a treaty than can Cuba."

CCBS suggested that sympathetic recipients of the letter might so inform their senators and the Senate Foreign Relations Committee.

NARBA proponents acknowledged the need of a treaty covering Mexico, but said that it was imperative that the present NARBA agreement be consummated to resolve immediate interference problems with Cuba and the other signatories and that negotiations with Mexico would be of necessity another step to be resolved.

Further, it was maintained it would be easier to negotiate a fair agreement with Mexico, once the other nations have accepted the present treaty.

It was also felt in these quarters that had negotiations with Cuba collapsed, U. S. radio would be in a far more vulnerable position than would be broadcasting interests of our island neighbor. This was based on the need of only a groundwave signal to serve the relatively small area of Cuba with comparative "immunity" against any skywave signal interference from the U. S. It was further held, that the reverse situation existed for U. S. stations who relied on skywave signal and who could be, and have been in instances, subjected to heavy interference from stations of a nation not conforming to a treaty.

The allegation that a more effective treaty could have been negotiated was discounted by NARBA spokesman who expressed the view that a new treaty could not have been negotiated in the reasonably near future. Further, he expressed doubts that terms as "favorable" to the United States could have been reached in future bargaining.

CD AT NBC

Six Named To Committee

SIX NBC Chicago men have been named by Vice President Harry C. Kopf to handle civilian defense problems at Central Division headquarters. Jack Ryan, press chief, heads a committee which includes Bill Ray, news and special events manager; George Heinemann, TV operations supervisor; Homer Heck, AM production-program manager; Howard C. Luttgens, chief engineer, and Leonard Anderson, manager of integrated services.

The group will deal with such problems as programming to educate and inform listeners and viewers on defense against attack, and for action during and after attack; protection of NBC personnel and plant, and development of plans for continued station and network radio-video operations in case of attack, Mr. Kopf said.

LANG-WORTH CASE

Court Denies Plea For Injunction

CHARGING Lang-Worth Feature Programs Inc., New York, with having come into the New York State Supreme Court to enjoin American Federation of Radio Artists strike activities "in bad faith and with unclean hands," the affidavit of A. Frank Reel, AFRA national executive secretary, was filed last week in reply to the company's charges [BROADCASTING • TELECASTING, Feb. 26].

Opposing Lang-Worth's motion for a temporary injunction, which the court subsequently denied, Mr. Reel's affidavit alleged that on Dec. 4, 1950, Lang-Worth had agreed verbally to "every syllable, comma and period" in the 1951 transcription code, which it subsequently had refused to sign.

John Sinn, World Broadcasting System president and vice president of Frederic W. Ziv Co., both in New York, had been spokesmen for the companies at the time agreement was reached, the affidavit stated.

"He has informed us that all the producers, including specifically the representatives of . . . (Lang-Worth) . . . agreed in caucus to the settlement of Nov. 30, 1950. He was also present when Mr. Langlois (C. O. Langlois, Lang-Worth president) and Mr. Socolow (A. Walter Socolow, Lang-Worth attorney) later agreed to final language changes," the affidavit continued. Mr. Sinn, it said, might be called upon to testify in that regard.

Contrary to Lang-Worth charges, AFRA had not proposed "abolishing" library services as such, but only the code's reference to library service, as a means of making open-end transcription pay, rehearsal scales and conditions applicable also to library service, the affidavit alleged.

To Lang-Worth allegations that the new transcription code was illegal and in restraint of trade, the affidavit replied that the new code differed from older codes only in regard to hours, wages and conditions of employment. A paragraph of the new code was cited: "If there are any provisions of the National Labor Management Relations Act, 1947, which are in conflict with this code, such conflicting provisions of this code shall be deemed modified so as to conform to the provisions of the said act."

AFRA picketing and letters to stations describing Lang-Worth as "unfair," the affidavit maintained, were "simply the exercise of free speech, the informing of the public and interested persons of the facts."

Following denial of a temporary injunction and appointment of New York Supreme Court Judge Isador Wasservogel as official referee, trial of the case began Tuesday and ended Thursday, subject to exchange of briefs and provision of certain information for the court between then and March 21, when presumably the case will be decided.

BAC TO EXPAND

To Insure Wide Representation

EXPANSION of the membership of the Broadcast Advisory Council, all-industry group organized to promote participation in government defense efforts, was voted at a BAC meeting held Thursday in Washington. The action was taken in accordance with a recommendation adopted by the NAB board at its February meeting.

Aim of the expansion is to insure a truly representative cross section of electronic industry elements.

The council adopted a formal statement of its motives, as follows :

Resolved: The purpose of the Broadcast Advisory Council is to render advice to the United States Government and others on means and methods to make the radio and television industry as useful as possible during the present emergency.

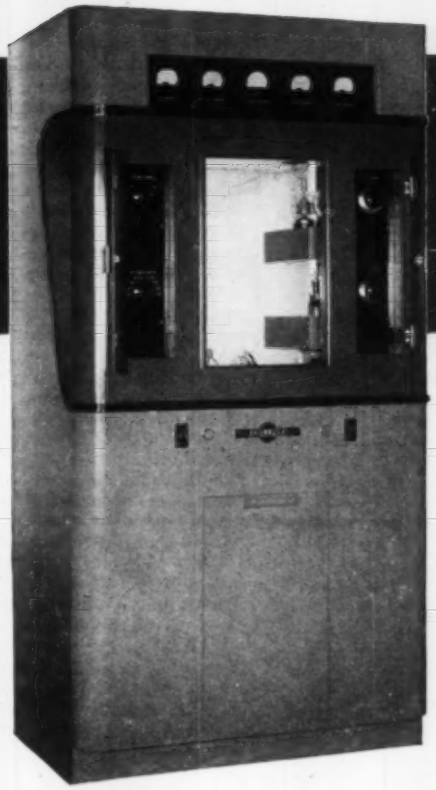
Thursday's meeting was called by Justin Miller, NAB president and council chairman. It followed earlier meetings in which members gathered first-hand knowledge of problems facing the nation. Opening meeting was held last Dec. 14, and included a visit with President Truman as well as other high government officials.

Present Thursday, in addition to Chairman Miller, were:

Frank M. Russell, NBC; Earl Gammons, CBS; Glen McDaniel, Radio-Television Mfrs. Assn. president-elect; Walter Compton, DuMont TV Network; Clair R. McCollough, WGAL Lancaster, Pa.; Robert H. Hinckley, ABC; C. Howard Lane, Field Enterprises; William A. Fay, WHAM Rochester; Seymour N. Siegel, National Assn. of Educational Broadcasters; G. Richard Shafto, WIS Columbia, S. C.; I. R. Lounsberry, WGR Buffalo; Neal McNaughten, Richard P. Doherty, Vincent Wasilewski and Ralph W. Hardy, all of the NAB staff. Mr. Hardy is council secretary.

Waltman Re-elected

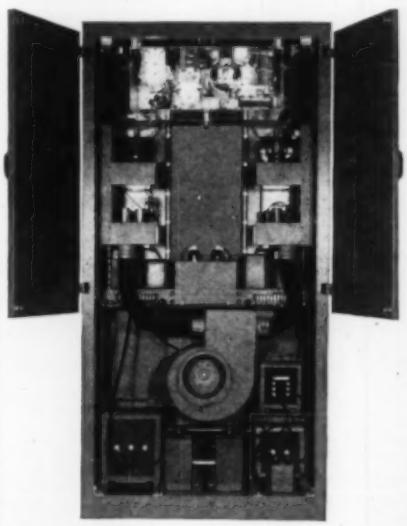
LAVERNE WALTMAN, WLPO La Salle, Ill., was re-elected chairman, and Robert F. La Mere, WLBH Mattoon, vice chairman of the Illinois Associated Press at a meeting in Springfield Feb. 23. The meeting was held following sessions of the Illinois Broadcasters Assn. which were highlighted by addresses from Illinois Governor Adlai E. Stevenson and Oliver Gramling, assistant general manager of Associated Press [BROADCASTING • TELECASTING, Feb. 26; also see IBA photo this issue, page 19]. An IBA resolutions committee, headed by Robert Burow, WDAN Danville, proposed that the IBA cooperate "to the fullest" with the state defense organization. The resolution was adopted by unanimous vote.



HERE IS THE NUCLEUS FOR YOUR MODERN 1 kw STATION

Front view of 20V with doors at both sides open for access to power change, PA loading, PA tuning and multimeter controls.

Rear view with doors open, and with covers removed to expose output network at top, and power supplies and blower at bottom. The 20V is completely, quickly accessible for tube change or other servicing.



It was once said of a great American industrialist that "on a clear day he can see ten years ahead."

He couldn't do that today. Neither can anyone else. And because of the murky outlook, many broadcast station owners are losing no time in completing their modernization plans.

A number of those who hold one kilowatt AM grants have bought the new Collins 20V transmitter we announced a few months ago, because investigation convinced them it was the most advanced thousand-watt transmitter in the field.

The 20V is the product of post-war research and new engineering techniques. From the standpoint of design, performance, economy and reliability it will set the pace for many years to come.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through the use of high gain tetrodes which also permit the employment of low-drain receiver type tubes in the driver stages. Only 16 tubes, of but 8 types, are used in the entire transmitter.

The 20V is entirely contained in a single, ruggedly constructed, smartly modern cabinet. A large low speed, high volume blower passes 400 cubic feet of fresh filtered air per minute over tubes and components. The tuning and operating controls are conveniently located on the front. Tubes, components and terminals are quickly accessible from the rear.

Write, phone or wire your nearest Collins office for complete information.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

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BURBANK

1330 N. Industrial Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

NAB Becomes NARTB

(Continued from page 23)

ture and the move to draft Mr. Haverlin as president.

Judge Miller was elected NARTB board chairman at the February board meeting in Florida, and technically holds that rank as of March 5.

The whole process of transforming NAB into NARTB will be spread over the next few weeks. NARTB is not yet a living corporate structure, technically, and it has no funds. So for practical purposes much of the process will take place in steps.

NARTB's budget becomes available as of April 1, start of its fiscal year. The NAB-TV board, now NARTB-TV board, will put most of its structure on a going basis April 1.

Things will happen rapidly in the meantime, however. If Mr. Haverlin formally accepts the NARTB presidential offer he is expected to assume the Washington post well in advance of April 1.

Mr. Brown will assume office as TV counsel at NARTB Washington headquarters March 8 (Thursday). Under tentative plans the TV wing of NARTB will be housed on the second floor of the NARTB Washington building at 1771 N St. Northwest.

Appointment of a general counsel for NARTB will be left to the new NARTB president, Judge Miller indicated last week. NAB board members and members-elect have been contacted on possible appointment of Frank U. Fletcher, NAB director-at-large for FM stations, as general counsel [BROADCASTING • TELECASTING, Feb. 19].

Board members were contacted on the proposal to suspend a board policy against appointment of station owners to high NAB positions. Mr. Fletcher is a part owner of WARL-AM-FM Arlington, Va., and is a partner in the radio law firm of Fletcher & Midlen. It is understood the proposed Fletcher appointment was favorably received.

Activities of the special NAB presidential committee were suspended last week pending the March 7 BMI board meeting. The committee reported its decision to Judge Miller, as BMI board chairman, and asked him to convey to the BMI board the wide industry support for the draft Haverlin movement. Secretary of the committee is Ben Strouse, WWDC Washington, NAB board member.

Members of the special presidential committee, besides Secretary Strouse, are William A. Fay, WHAM Rochester; James D. Shouse, WLW Cincinnati; Robert D. Swezey, WDSU New Orleans; Patt McDonald, WHHM Memphis; Allen W. Woodall, WDAK Columbus, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa; Harry R. Spence, KXRO Aberdeen, Wash.

MRS. FARRELL McGONIGLE, secretary to Wayne Coy, FCC chairman, samples a useful gift sent by H. R. Krelstein, vice president and general manager, WMPS Memphis—a supply of St. Joseph aspirin. The aspirin is a product of Plough Inc., owner of WMPS. "There isn't any question but what the FCC is beset with innumerable problems resulting in innumerable headaches," the thoughtful Mr. Krelstein wrote Mrs. McGonigle.

Messrs. Shouse and Fay were not present at the Wednesday meeting. Mr. Shouse, who is evaluating government shortwave broadcasts, had given his proxy and Mr. Fay had contacted Mr. Haverlin earlier in the week at the Canadian Assn. of Broadcasters meeting.

Sydney M. Kaye, BMI vice president and general counsel, was not available for comment on the BMI-NARTB situation.

One thing was made clear. Mr. Haverlin will not run BMI if he takes the NARTB presidency. Some confusion had arisen over this point.

No word was available on a possible successor to Mr. Haverlin at BMI. Among names mentioned were those of Robert J. Burton and Roy Harlow, BMI vice presidents.

Traditionally the president of NAB has been board chairman of BMI. Therefore the BMI board will decide if Judge Miller is to continue as chairman or if Mr. Haverlin should be named to the post in case he accepts NARTB's presidency.

TV Member Recruiting

Active recruiting of TV members for NARTB was started last week. All TV stations received a letter signed by Judge Miller; Jack R. Poppele, WOR New York, retiring TBA president, and Eugene S. Thomas, WOR, as chairman of the NAB-TV board [board story BROADCASTING • TELECASTING, Feb. 26].

With membership approval of the revised by-laws and charter a certainty, the entire structure of the industry's trade association assumes new form. TV acquires the autonomy it demands through a separate TV board of directors. A TV director or general manager, whatever the title may be, is to be selected in two or three weeks. Mr. Thomas has been mentioned frequently for this post.

The TV head, along with Mr. Brown as TV counsel, will report to the TV board. In turn the TV board will hold joint meetings with the NARTB board.

If Mr. Haverlin becomes president, he will take over actual operation of the association from William B. Ryan, BAB president. Mr. Ryan is serving NAB on a consulting basis while directing BAB. He joined NAB last spring, coming from KFI Los Angeles.

Some phases of the new NARTB operation remain to be clarified. For example, the new by-laws give the board chairman specific powers plus whatever other duties the board assigns to him. The president's functions are specified in more detail but it is not yet certain how active the new president will be in legislative, governmental and other special types of association activity.

Thumbnail summary of main changes in association structure follows:

Name changed to National Assn. of Radio & Television Broadcasters.

Three-fourths vote of board required to elect officers (formerly two-thirds).

Office of chairman of board created (Justin Miller elected to this post at February board meeting, subject to by-laws and charter ratification).

Object of association broadened to include all forms of aural and visual broadcasting.

Chairman's duties — preside at meetings of association and board; preside at meetings of radio or TV boards at their request; he is member of board.

President's Duties

President's duties—execute board policies, including radio and TV boards; manage association affairs; set up estimated budgets for association and separate AM and TV budgets for respective boards; serve as member of board; may preside at association and board meetings.

Two classes of active members—radio and television. AM and FM stations as well as networks may be active members (for several years networks have been permitted only associate membership whereas they now may be either active or associate). TV stations and networks may be active members.

Associate members (equipment, transcription and other related groups) may attend association meetings, speak from floor, exhibit products and receive services. They cannot vote except on committees.

Total number of directors not to exceed 42—25 maximum for radio and 14 for televsion. Each of 17 districts elects a director; two at-large directors each for large, medium and small AM stations and two for FM stations.

TV board to consist of nine TV member station directors of which at least two represent TV-only stations (more as ratio of TV-only members increases); each TV network may have a director but not to exceed four directors for this group.

Radio directors serve two-year

IVORY SOAP — 99.9% pure! And the makers of Ivory have shown 100% confidence in the pulling power of KFYR with over 14 years continuous advertising. Any John Blair man will be glad to give you more facts and figures about KFYR.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

terms under staggered system. TV directors start terms this year and serve until 1952 convention. They will be elected at annual convention. Radio members to be elected under present system.

Two-term limit on consecutive terms to be served by radio directors.

Radio board can determine association policies affecting radio members; fix radio dues; allocate funds from radio dues.

TV board can determine association policies affecting TV members; fix TV dues and allocate funds from TV dues.

Overall board limited in jurisdiction to matters of general interest to all members and adversely affecting neither TV nor radio.

Combined board must meet at least once a year. Majority of this board constitutes a quorum; this applies to radio and TV board, too, except majority of those at TV board meeting may not represent networks or stations owned and operated by networks in order to constitute a quorum.

FM SESSION

Tripartite Meeting Set

THREE-WAY FM conference will be held March 13 in Washington by the NARTB (NAB) FM Committee, the Radio-Television Mfrs. Assn. FM Committee and the special FM Industry Committee.

The meeting was arranged by Ben Strouse, WWDC-FM Washington, chairman of the NARTB FM Committee. John W. Craig, Crosley Division of Avco, is chairman of the RTMA committee. Morris Novik, radio consultant, is chairman of the special Industry FM Committee formed last August [BROADCASTING • TELECASTING, Aug. 14, 1950].

Topics on the agenda include FM set production and promotion; percentage of manufacturer output devoted to FM; TV sets with FM tuners; ratio of table and console types of FM receivers; plans for production of FM-only receivers. Meeting will be held in the NAB board room.

An indication of manufacturer interest in FM set production was given in a letter sent by H. C. Bonfig, Zenith Radio Corp. vice president, to FCC Commissioner Robert F. Jones.

Noting that Comr. Jones was interested in the FM set problem, especially in rural areas, Mr. Bonfig said Zenith, unlike some other manufacturers, has always believed in FM and has "consistently sought to make available good FM receivers in large volume and at the lowest possible price."

Mr. Bonfig said Zenith engineers have worked diligently for years to develop super-sensitive FM sets at a low price. Its output and sales of table models alone, not counting radio-phonograph, or TV combinations, runs about 5,000 sets a week, he continued, and the company intends to keep up this rate, depending on availability of materials.

WORLD CONTRACTS

Announces 5 New, 12 Renews

FIVE new contracts for the program services of the World Broadcasting System Inc., New York, and 12 contract renewals were announced by the firm last week.

New contracts are with WSPD Toledo, WVNJ Newark, WKNA Charleston, W. Va.; WMBO Auburn, N. Y., and WDOV Dover, Del., the announcement reported.

Renewed contracts include those with WBKB (TV) Chicago, WBAT Marion, Ind.; WAAM (TV) Baltimore, KOKX Keokuk, Iowa; KOVO Provo, Utah; WWHG Hornell, N. Y.; WOCB West Yarmouth, Mass.; WGAI Elizabeth City, N. C.; KFBB Great Falls, Mont.; KFDX Wichita Falls, Tex.; WHLI Hempstead, N. Y., and WKRZ Oil City, Pa.

WINS New York has increased its daily broadcast schedule by one hour, remaining on the air until 3 a.m. instead of its former 2 a.m. sign-off.

WINNER of the 1951 Marquette U. Byline citation was Leo James Bormann (r), chief of CBS news and public affairs department at WCCO Minneapolis. Presentation was made by J. L. O'Sullivan, journalism dean, on Feb. 25. Mr. Bormann, first winner in the radio news field, formerly was news director of WMT Cedar Rapids, Iowa, and is first vice president of NARND.

Largest Audiences Ever

IN JANUARY, 28 of the 33 TV cities reported on by C. E. Hooper Inc., showed higher evening broadcast audiences (radio plus television) than for any previous month in the firm's 16 years of continuous audience reporting, according to the February Hooperating Pocketpiece. In 26 cities, 40% or more of the homes called in the evening reported radio and/or video sets being used; three cities—Cincinnati, Dayton, Milwaukee—had an average evening audience of 50% or more.

New ASCAP Offices

AMERICAN SOCIETY of Composers, Authors and Publishers moved Friday to new quarters at 575 Madison Ave., New York. Otta A. Harbach, President, said. The move was made to obtain larger space to unify home office operation.

Lowell Thomas Says:
"Out of This World"*
CBS
About...
MiniTape
The ONLY miniature self-contained magnetic tape recorder . . . "IN THIS WORLD"
MINITAPE . . . credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET.
MINITAPE . . . the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.
Write for Brochure
* During December and January of this year the "BEST SELLER" — "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO FORBIDDEN TIBET" by Lowell Thomas, Jr., outsold everything in its field . . . non-fiction and novels as well.
STANCIL-HOFFMAN CORP
1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

MORE 'VOICE' PUNCH

THE ADDITION of top-flight advertising and network executives to the State Dept.'s information program on a consulting basis is giving the Voice of America "more punch" in its celebrated "campaign of truth" overseas.

This was revealed Wednesday by Edward W. Barrett, Assistant Secretary of State for Public Affairs, in an address before the Brooklyn Rotary Club.

At the same time Secretary Barrett reported that a "major effort" is underway to reduce the Voice to a whisper in China, and that the Soviet-inspired campaign has been "successful" in the southern part of the country. He cited the actions of the Soviet, however, as the best proof that the U. S. is "hitting the target" in its foreign information program.

Secretary Barrett's talk was delivered a day before the State Dept. testified before a House Appropriations subcommittee on Voice funds for 1951-52 and during a lull in Hill activity on the proposal by Sen. William Benton (D-Conn.) for fresh inquiry into the effectiveness of the overall program.

Meanwhile, joint public affairs subcommittees of the Senate and House decided to postpone a briefing session, slated for today (Monday), on a Voice "progress report," to be delivered by Secretary Barrett and other department officials.

Secretary Barrett, in his Brooklyn speech, did not reveal any names in connection with the additions, referring only to "two leading advertising executives" and "a research director from a major network" [CLOSED CIRCUIT, Feb. 19].

It was learned, however, that Ben Gedalecia, ABC's manager of research, would serve in a comparable capacity with the State Dept.'s information program. The name of one top advertising executive was withheld pending his notification to the agency, one of the larger advertising firms in the country.

Y & R Executives

Two other agency executives—both from Young & Rubicam—have been serving with the department in consulting capacities on a temporary basis in recent weeks. One of them is Sigurd S. Larmon, Y & R president.

Secretary Barrett added that the Voice also has had the benefit of experience and fresh ideas from network producers and other top-flight personnel in the technical, press, film, education, public relations and other fields.

The State Dept. official told the club that the Soviet Union utilizes "a thousand odd transmitters in a gigantic effort to block us." In recent months officials have estimated that about 30% of the broadcasts beamed to Russia have been getting through.

Cited by Barrett

W&L NAMES
Four Vice Presidents

WARWICK & LEGLER, New York, appointed four vice presidents last week. They are Barrett Brady, copy chief of the agency for the past five years; Thomas H. Shanley, production director since 1935; Tevis Huhn, with the agency since 1939, and Donald Gibbs, a member of the creative staff for the past six years.

'RED' ENTERTAINERS

House Hearings Slated

THE HOUSE Un-American Activities Committee last week gave the green light to preliminary hearings on alleged Red influences in the entertainment world, setting a starting date for this Thursday.

Authorities said they did not know to what extent the committee will probe into Communist activities—or to what degree the inquiry may touch on the radio and television industry [BROADCASTING • TELECASTING, Feb. 19].

Rep. John S. Wood (D-Ga.), chairman of the House unit, said the hearing set for next Thursday—and others tentatively slated for March 21—will be a continuation of the committee's probe, which aroused widespread controversy during hearings in 1947. Theme of the new inquiry is Communism in Hollywood, which observers felt could embrace a multitude of fields.

Even if the radio and television industry is not specifically singled out on its agenda, the names of left-wing entertainers who have been identified with broadcast programs probably are sure to emerge, if only inadvertently, committee spokesmen conceded.

Past reports issued by the House Un-American Activities Committee have served as the basis, in part, for the publication *Red Channels*, which stirred protests within the broadcast field.

Clean Up Loose Ends

Rep. Francis Walter (D-Pa.), ranking Democratic committee member, told BROADCASTING • TELECASTING last Thursday that the new probe also would serve to "clean up some loose ends" from the 1947 investigation and "clear the atmosphere."

He felt that some innocent entertainers had been deprived of employment because of alleged but unproved association with frankly subversive groups and that "some harm had been done."

The committee hopes to hear testimony Thursday from V. J. Jerome, identified as head of the CP's cultural commission and a figure during the 1947 hearings. Meanwhile the committee has dispatched two investigators to Hollywood to serve subpenas on actors, actresses, writers and directors for appearances beginning March 21.

While there was no tangible evidence that radio and television would figure in the forthcoming sessions, the question of television has arisen in another way in committee circles.

If Chairman Wood decides to abide a decision in effect for almost two years, the committee will not allow television cameras within the hearing room on the premise that the cameras "interfere" with the group's work, Frank Tavenner, chief committee spokesman, stated last week.

The committee may decide to yield in "special circumstances," but the decision now is to bar cameras he said.

If this position is maintained, the committee may find itself in a controversial position, especially in view of the known feeling by some members that television served to "vindicate" the committee in the public eye in 1947. Basis of this conclusion, one Congressman told BROADCASTING • TELECASTING last week, is the widespread conception that the committee had badgered witnesses during the 1947 hearings.

In other developments last week:

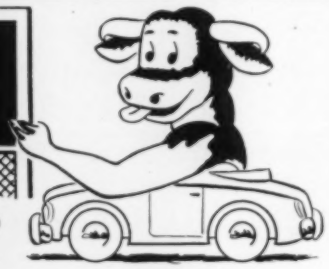
(1) The new Senate Internal Security subcommittee voted to ask the FBI for files on President Truman's five nominations to the Subversive Activities Control Board, still to be confirmed by the Senate.

(2) The U. S. Supreme Court ruled that once a witness has testified as to his connections with the Communist Party, he cannot refuse to answer further questions; Court also agreed to decide, in forthcoming arguments, whether CIO and AFL officials must sign non-Communist affidavits under the Taft-Hartley Act before member unions (such as AFRA, AFM, IBEW, RTDG, AAAA and others) may receive NLRB benefits. Thirty-four union compliants about unfair labor practices, now pending before federal courts and NLRB, would be affected by the ruling.

Jello Drops Show

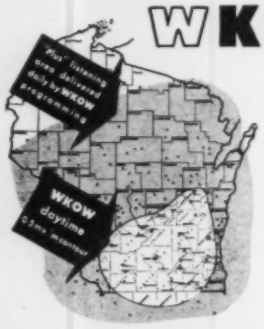
CUTTING down on the active radio budgets for Jello, General Foods Corp. March 31 drops sponsorship of the half-hour, weekly comedy show *My Favorite Husband* on CBS after two years. The program, budgeted at $7,000 weekly, stars Actress Lucille Ball. *My Favorite Husband*, a CBS package, may continue on the network on a sustaining basis.

"MOO-LA" BUYS THE CARS IN WISCONSIN



WKOW DRIVES UP YOUR CAR SALES IN AMERICA'S DAIRY CAPITAL

In Wisconsin, cows provide the moo-la. Farmers and city dwellers both profit from a half-billion dollars' worth of milk income every year. And the richest part of this great milkland is WKOW's big half-millivolt area, where 874,000 people spent 875 million dollars in 1949 — including 156 million for cars alone.



WKOW-CBS
WISCONSIN'S MOST POWERFUL

The only 10,000 watt station in Wisconsin outreaches everything in the state — with a primary listening area of 13 rich counties, and a daily "bonus" audience in every corner of the state. WKOW-CBS is your biggest advertising bargain in Wisconsin.

1070 K.C.
WKOW
CBS

Madison, Wisconsin
Represented by
HEADLEY-REED COMPANY

This is part of the Mesabi Range. The hole is getting bigger, the reserve of high grade iron ore growing smaller, but science will try to reclaim the lower grade ores here.

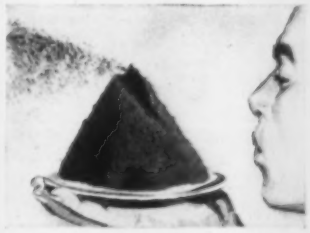
SOMETHING NEW IS COOKING ON THE OLD MESABI RANGE...

THE big hole in the ground pictured above was a puzzle at the end of World War II. The geologists and mining engineers of the American steel industry foresaw the day when the high grade ore left in the Mesabi mines would be getting dangerously low. Many steel companies set to work to scour the free world for new ore fields. Rich deposits were found in Labrador, Venezuela and Liberia, but the metallurgists who concentrated on the toughest problem of all are working to give America a new supply of iron ore right here at home. Plans are under way for nearly 200 million dollars of investment by steel companies to produce ore from taconite. Pilot plants to make the little pellets shown at the lower right are now in operation. If actual production is as good as now seems possible, millions of tons of iron that have been locked in taconite rock can be used . . . Like most of the things that give our country an edge over the rest of the world, unlocking the taconite rock was the result of competition for growth within private industry.

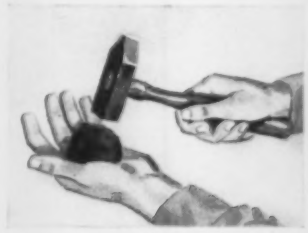
In the search to find new reserves of iron ore, the researchers didn't have to leave home. This metallurgist is studying a brand new source of domestic ore.

The full story of the struggle to make iron available from taconite to steel plants is told in this booklet. Write for a copy. It's factual, excellent for use by schools. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

Taconite rock has layers of iron all through it, but there is too much rock for blast furnace use.



Powder the rock and magnetic processes can pick out the iron, but a blast furnace can't use iron dust either.



The metallurgists found a way to make golf ball-size pellets of iron. Other engineers developed a way to make them in quantity. Result will be vast new ore reserves *in the United States.*

WLBH

MATTOON (20,000 pop.) CHARLESTON (10,000 pop.)

500,000 POPULATION
in ½ millivolt primary

WLBH FILLS THE GAP
between your metropolitan station coverage

W L B H WLBH-FM
1170 KC 250 W. 96.9 mc 23,000 W.

J. R. Livesay, Pres. & Mgr.
HAL HOLMAN, Nat'l Rep.

ALARM DEVICE

Civil Defense Agency Gets Joseloff Plan

AN ALARM system unit, which could be used as "an instantaneous medium for emergency mass communication" in congested areas and also to alert and instruct people at home, has been proposed to the Federal Civil Defense Administration.

The device, known as the "Paul Revere Alarm," was explained by Stanley Joseloff, president of Storecast Corp. of America, and taken under study by CDA officials, who promised to review its capabilities in relation to present civil defense planning.

The alarm was designed to accomplish two major objectives, would enable ordinary receivers—particularly those in stores, offices and other establishments—to become "a vast outdoor emergency public address system"; it also could be connected to the average AM, FM, TV receiver as a "device for awakening, alerting and instructing persons at home by turning on "any turned off" radio or television set.

Coverage Plan

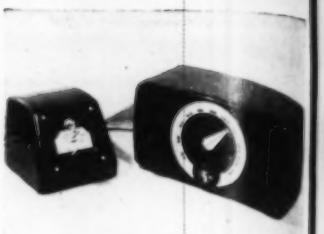
With the alarm it will be a "simple matter," according to Mr. Joseloff, "to have a loud speaker placed outside a few stores and offices in any block so as to furnish adequate sound coverage for the entire block both at street level and above."

The speakers would remain "completely silent" at all normal times and would be unnoticed until called upon to go into action. They can, however, be turned on instantaneously and automatically on a given signal from an official central source in an emergency, according to Mr. Joseloff.

Connection between the supplemental speaker and any receiver can be accomplished by plugging the speaker into a socket in the alarm, it was explaned.

Applied to a home receiver, a family could retire for the night with assurance that the radio or TV set would awaken them at full volume. The alarm would not interfere with normal set operation, it also was stressed.

The alarm is a compact unit which can be connected in about 15 minutes, according to Mr. Joseloff. Its basic ingredient is an inexpensive relay operating on a low-frequency radio pulse to reconnect the loud spaker leads of a muted receiver. Mr. Joseloff estimates it would cost between $5-10 to manufacture, and said it has already been "successfully" demonstrated before the New York State Civil Defense Commission. Description of the alarm's functions was submitted to John DeChant, CDA public affairs department.



The Paul Revere Alarm (l) plugged into a home receiver.

* * *

CD AMENDMENTS

Limit N. Y. Radio Control

AN AMENDMENT limiting the effect of the new New York State Civil Defense Bill upon radio stations and newspapers has been submitted to the state Legislature.

The amendment was one of a series proposed in an effort to overcome opposition to the original version of the measure.

Hearings on the bill are set to begin this Thursday.

In its original form the bill had aroused fears that the communications section would permit the proposed State Defense Council to seize stations, newspapers and other communications facilities on the ground that an enemy attack was imminent.

The bill's drafters contended this interpretation was far-fetched. The new section provides that a city or county may require evacuation of residents "in the event of or in anticipation of attack," and "in the event of such attack" shall "control all pedestrian and vehicular traffic, transportation and communication facilities, and public utilities."

This, authorities said, means radio stations and newspapers could be seized only after an actual attack in the city or county where they are located.

The amendments also provide that the owner of any property that is taken under the bill may file with the Court of Claims for compensation. They were submitted on behalf of the Joint Legislative Committee on Military Law, which drafted the changes in consultation with a representative of the Governor's Office and of city, town and county governments of the state. Copies are being distributed to public officials and others for comment.

POSTAL RATES

Truman Wants Increase

NOTING that there is little excuse "for general taxpayers to subsidize advertisers," President Truman last Tuesday asked Congress to double postal rates on second-class mail, the category that covers newspapers and magazines. His suggestion was contained in a general recommendation for increases in rates to wipe out the "bulk" of the postal deficit.

But, the President said, second-class mail rate doubling still would leave the general taxpayer "subsidizing second-class mail to the extent of more than 60% of its postal cost."

In fiscal 1952, Mr. Truman noted, six billion newspapers are expected to be carried at about $2[illegible] million, although the postage paid will be about $42 million. Thus, he said, newspaper and magazine publishers will have $200 million, or 80%, of their postal cost "paid for them by the general public."

It was pointed out that newspapers and magazines have substantially increased subscription and advertising rates in recent years; in many cases doubling or tripling the rates.

Other increases, aimed at reducing an estimated postal debt of $521 million were recommended for post cards, fourth-class mail (parcel post), rates on circulars and advertising matter, rates on registry, insurance, COD and special-delivery.

Guard Session

BRIEFING session for advertising agency representatives interested in competing for the National Guard Bureau account during the coming fiscal year will be held March 15 in Room 3E-180 at the Pentagon. In the Feb. 26 issue of BROADCASTING • TELECASTING, the room number was incorrectly stated as 3180.

Your Show on WSYR

Gets Local Newspaper Advertising Support

Take December, 1950, as a typical month. In December, the two Syracuse dailies carried radio-show advertising as follows:

WSYR Shows—18,670 Lines

Shows on All Four Other Syracuse Radio Stations—547 Lines

WSYR gives you lots of other promotional help too, most of it free. Write, wire or phone—or ask Headley-Reed.

WSYR SYRACUSE
570 KC

WSYR—AM-FM-TV—The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

AGENDA SET

For Oklahoma Conference

AGENDA of the March 9-11 U. of Oklahoma Annual Conference on Station Problems to be held at Norman, Okla., was released last week. A partial list of speakers follows:

Friday afternoon; "Servicing Accounts," William N. Morgan, KNOR Norman; "Aids to Getting National Sales," James R. Curtis, KFRO Longview Tex.; "Programming the Small Station in the Years Ahead," Roger Stoner, KCRC Enid, Okla.; "AM Programming During TV Evening Hours," Virgil Sharp, KOIL Omaha (tent.); "Selling Locally," Joe Crowder, KBIX Muskogee, Okla. Promotion problems will be discussed in a Friday session by Dave Taylor, WFRL Freeport, Ill.; William O. Wiseman, WOW Omaha; Rowland Broiles, Broiles Adv. Agency, Fort Worth.

Dinner Friday will feature a broadcast on "Freedom on the Airways," with M. S. Novik, public service radio consultant, as a guest. Representatives of NAB and FCC are also tentatively scheduled for this dinner.

Saturday morning: "Requirements of the Armed Forces Radio Service," Lt. Robert B. Mackall, radio-television officer, 4th Army Headquarters, Fort Sam Houston, Tex.; followed by discussions of music problems with Robert Burton, BMI, and David Milsten, SESAC, Tulsa.

Luncheon Saturday, sponsored by Southwestern Assn. for Education by Radio, with John W. Dunn, WNAD Norman, as chairman, lists Charter Heslop on "Radio's Challenge in a Program of Civil Defense."

News Meets

News sessions will begin Saturday afternoon and extend into evening. Speakers include "Local News Coverage," Ben Chatfield, WMAZ Macon, Ga., president, National Assn. of Radio News Directors; "Sports and the Small Station," Cy Casper, WBBZ Ponca City, Okla.; "The Effect of TV on Sports Attendance," Thomas McMahon, N. W. Ayer, New York; "What I Didn't Learn in School," Bill Cardin, KOMA Oklahoma City; "News as Public Service," Russ Van Dyke, KRNT Des Moines; Mark Weaver, KLRA Little Rock, Ark.; Jim Borman, WCCO Minneapolis; "Breaking In," Gene T. Kinney, Associated Press, Oklahoma City.

Other sessions Saturday afternoon included John Paul Goodwin, Goodwin Advertising Agency, Houston; Monty Mann, Glenn Advertising Agency, Dallas; A. H. Caperton, Dr. Pepper Co., Dallas.

Sunday morning speakers scheduled are Pat Cranston, TELE-AM Dallas; Rowland Broiles, Broiles Agency, Fort Worth; Gene M. Lightfoot, Evans & Assocs., Fort Worth. A telecast on WKY-TV Oklahoma City Sunday afternoon will include the appearance of E. W. Ziebarth, CBS, and others not yet announced.

Demonstration broadcasts from colleges and universities Sunday afternoon will be produced by Kansas State Teachers College, Pittsburg; Louisiana Polytechnic Institute, Ruston; Southwestern Louisiana Institute, Lafayette; Baylor U., Waco, Tex.; Texas Christian U., Fort Worth, and Hardin-Simmons U., Abilene, Tex.

WESTERN UNION MAKES SURVEYS?

YES! *FAST • THOROUGHLY • DEPENDABLY!*

Through 3,200 offices, in 2,200 communities all over America . . . With personnel accuracy-trained in the efficient handling of confidential facts . . . at a cost low enough to give you a pleasant surprise . . . Western Union is particularly well qualified and equipped to make local, sectional and national surveys swiftly and economically—*often overnight!*

MARKET RESEARCH ORGANIZATIONS . . . ADVERTISING AGENCIES MANUFACTURERS . . . RADIO STATIONS . . . PUBLISHERS

WESTERN UNION IS AT YOUR SERVICE TO—

- **check public buying habits and brand preferences**
- **determine consumer opinion of a company and its products**
- **check consumer viewpoints as to prices and quality**
- **make spot checks of radio and television audiences and opinions**
- **check retail displays of advertising material**
- **make traffic counts**
- **bring dealer lists up to date**

WESTERN UNION

A few of the market and opinion surveys recently conducted by Western Union deal with such products as—

DENTAL APPLIANCES • COSMETICS RADIO AND TV SETS • COFFEE BREAD • PAINT AND WALLPAPER RAZOR BLADES

READ WHAT THESE SATISFIED CLIENTS HAVE TO SAY*

". . . we are finding your survey service increasingly valuable in our work, as you will note by the orders you will receive today under separate cover."

". . . Never in my radio experience have I seen a survey tabulated as rapidly as this one. Furthermore, the survey shows care and consideration in its compilation."

". . . the results of the survey were most gratifying, and the information we obtained from the poll is an invaluable aid. It furnished us with accurate information we have been unable to secure by any other means."

". . . thank you very much for the excellent service you gave us on our recent survey among families in this area. Although we requested this survey on very short notice, you furnished it in ample time and did, we feel, a swell job."

**names on request*

Western Union performs survey work according to your instructions and specifications by telephone interview or by questionnaire delivered by messenger from its many offices. *Preparation of questionnaires, interpretation of results, and similar planning and evaluation are left entirely to the client or his advertising agency.*

FOR FURTHER DETAILS—GET IN TOUCH WITH YOUR NEAREST WESTERN UNION OFFICE. FULL INFORMATION WILL BE SUPPLIED PROMPTLY. *No charge or obligation.*

Or write to Market Research Department, Western Union Telegraph Co., 60 Hudson Street, New York 13, N. Y. for Folder 68, on Market Surveys. Free!

SOCONY VACUUM Oil Co. returned to WGR Buffalo Feb. 19, sponsoring *Mobilgas News* each weekday 7:50-8 a. m., following arrangements by (l to r) Nat Cohen, WGR sls. mgr.; W. R. Randall, WGR sls. rep.; Arthur J. Rast, Buffalo dist. mgr. for Socony, and David Getman, WGR reporter.

WIL St. Louis airs *Worth-Weil News* three days weekly at 6 and at 10 p. m. Program was planned by (l to r) Robert Hetherington, station sls. mgr.; Barney Sentner, adv. mgr., local Weil Clothing Co., and John Carr, WIL newscaster.

MRS. V. V. RICE, owner, Patrick Henry Distributing Co., Martinsville, Va., signs three-year pact to sponsor Frederic W. Ziv *Wayne King Show*, over WDVA Danville, Va., with Emerson Pryor (l), WDVA gen. mgr.; John F. Conboye, WDVA sales.

WHYN Holyoke, Mass., signs Hampden Brewing Co., Willimansett, Mass., to sponsor all home and away games of Springfield Cubs. Setting pact are, seated (l to r), Henry Protzmann, Hampden gen. mgr., and George Nosker, Cub mgr.; standing, Herb Carneal, WHYN sportscaster, and Charles N. DeRose, WHYN gen. mgr.

A 52-week contract was set by Fidelity Loan & Savings Corp., Memphis, to sponsor Robert F. Hurleigh, MBS commentator, Mon.-Fri. in area over WHBQ Memphis by, seated (l to r), W. L. Schneider, firm v. p., and Mr. Hurleigh; standing, Bill Grumbles, WHBQ sls. mgr.; Tom Ragland, WHBQ sls. rep., and Daniel J. Watermeier, Fidelity mgr.

WNBK (TV) and WTAM Cleveland are giving city first commercial across-the-board simulcast, 12-12:05 a. m., with *World News* sponsored by Rogers Jewelry Stores. The 52-week contract is set by, seated (l to r), Tom Fields, announcer; Fred Shaal, acct. exec., Clifford-Thomas Adv. Agency; E. R. Isroff, gen. mgr., Rogers Jewelry; standing, H. L. Gallagher, WNBK sls. mgr.; Harold Isroff, dist. mgr., Rogers, and Robert C. Miller, WNBK acct. exec.

FTC SUIT

Chicago Court Dismisses Action Against Imdrin

A FEDERAL Trade Commission suit to enjoin Rhodes Pharmacal Co. from continuing broadcast and publication advertising for Imdrin has been dismissed by a Chicago Federal Court.

The FTC had sought a preliminary injunction pending issuance of a cease-and-desist order.

In dismissing the suit Feb. 21, filed in the U. S. District Court for the Northern District of Illinois (Chicago) Judge Walter LaBuy ruled that the commission had "failed to maintain the burden" of proof that an injunction was necessary to restrain allegedly false advertising of Imdrin. It was FTC's first attempted use of that statutory power since 1943.

Additionally, Judge LaBuy singled out FTC's "delay" in launching hearings on its complaint against the firm, which got underway Sept. 27, 1950 — 13 months after it commenced proceedings.

FTC had charged that further dissemination of Imdrin broadcast and published advertisements alleged to be false "may cause immediate and irreparable injury to the public in that persons induced by such . . . advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparable crippling" [BROADCASTING • TELECASTING, Feb. 5].

'Early Determination'

Judge LaBuy noted that the commission has concluded its case with the prospect that "there will be an early determination of the merits" if the case is "diligently prosecuted." Imdrin is slated to present its testimony this month, after which appeals will be heard.

Frank E. Gettleman, Rhodes attorney, testified that previous cases of this type involved situations where the firms could not be stopped by ordinary cease-and-desist procedures; that Imdrin had continuously requested an early trial on the complaint, and that the commission was entirely responsible for the delay. The government was represented in court by Trial Attorney Joseph Callaway.

Onus of the court ruling rested largely on the existence of "conflicting affidavits in . . . a technical case." Mere denial of the allegations "would justify the issuance of the injunction . . . but the defendants have filed their verified answer denying all the material allegations . . . and submitted counter-affidavits in support of their answer," Judge LaBuy stated. Furthermore, where pleadings are supported by affidavits and witnesses do not actually appear, he added, "the contents of all . . . are entitled to equal weight." He continued:

. . . A preliminary injunction should never be granted unless it appears clearly that the petitioner has sustained its burden. To resolve technical, controversial facts solely on pleadings and conflicting affidavits does not satisfy the ends of justice. . .

Commission authorities said last week that the merits of the case probably will not be resolved before May at the earliest. Oral arguments were heard in the federal court Feb. 15.

PROBE DEMANDED

Of FM Set Output

A RESOLUTION demanding that Congress probe the "neglect and inaction" of radio manufacturers "in failing to provide sufficient FM sets" was adopted by stockholders of the Cooperative Broadcasting Assn., owner of WCFM (FM) Washington, at a meeting held Feb. 23. Wallace J. Campbell, association president, presided at the session.

The resolution, slated to be submitted to the Senate & House Interstate & Foreign Commerce committees, charged that the "public interest is being thwarted by the radio manufacturing industry"; that "failure" to acquaint the general public with advantages of FM is "depriving the public of the educational, technical and cultural opportunities" of FM, and that the industry is "restraining the fair competition between FM and AM broadcasting" and thus "interferes with the free and full use of radio channels for the public interest."

MEDAL FOR MERIT

Urged for Dr. de Forest

REP. CHET HOLIFIELD (D-Calif.) would have the President bestow a Medal for Merit on Dr. Lee de Forest, whom the Congressman describes as the "father of the electronic age."

Last week Rep. Holifield introduced a bill (HR 2904) in the House which would accomplish that purpose. Dr. de Forest, the California Congressman said, invented the three-electrode tube "upon which radio, recording, radar, and even splitting the atom are based." The inventor, who is 78, is still active in his Los Angeles laboratory. The bill was referred to the House Armed Services Committee.

Cisum Nagro

HARRY C. BUTCHER, owner-president, KIST Santa Barbara, learned by chance that organ music, even played backwards, is well-heard. A control man inadvertently played backwards a tape recording of an organ program, which the station reports has a nice Hooperating. No one complained but the organist.

WOMEN'S AD CLUB of Chicago asked Jerry S. Stolzoff, new radio-TV production supervisor at Foote, Cone & Belding, to answer question, "Whose baby is TV?" Helping with the answers are Muruel Teschan (1), of Henri, Hurst & McDonald, and Bette Zellers, of Harvey & Howe.

NEW ERA

Seen For Broadcast Medium After Record 1950

THE broadcast medium, which has just enjoyed its best year, is entering a new era of productive results and service, Jerry S. Stolzoff, of Foote, Cone & Belding, Chicago, told the Nashville Advertising Federation Feb. 28.

Mr. Stolzoff has just joined FC&B as radio-TV production supervisor. He formerly was vice president of Cramer-Krasselt Co., Milwaukee.

The year 1950 was "a year of growth for radio," Mr. Stolzoff said. "Radio advertising results proved to be at an all-time high. Facts prove that radio time expenditures increased more than $28 million. Network volume was off slightly, but spot radio increased more than 10% over the previous year. And local radio increased almost 14% to the staggering total of $205 million spent in this single year.

"And 1951 has started off with a rush. Not only has national spot and local business continued to move ahead rapidly, but network business has done an about-face, with the networks clicking off new sales at a near record rate for the first 60 days of this year."

TV Impact

As to TV's impact, Mr. Stolzoff quoted Pulse findings showing radio listenership increasing in television homes. He said fewer than 12 million homes have TV and that group spends no more time watching TV than radio owners spend listening to their radio sets. Furthermore, he noted, TV set owners still spend many hours a week with their radio sets.

Mr. Stolzoff said a number of department stores "are recognizing the power of radio to both back up their newspaper advertising and to sell those articles and services that radio can move in greater quantity at lower cost." He listed Schuneman's in St. Paul, Goldblatts and Marshall Field in Chicago, Joske's in San Antonio, Polsky's in Akron, Shillito's in Cincinnati and Lit Bros. in Philadelphia as examples.

"More department stores should be using radio on a week-in, week-out basis," he said.

"The exciting new development in radio has been the use by advertisers, both nationally and locally, of radio to push special events, special promotions. Some of these advertisers, including several major department stores, have found that an intensive 'push' into radio for one of these special events can turn up outstanding results."

The life blood of radio is advertising on a 39 or 52-week basis, Mr. Stolzoff said, but he predicted 1951 "will see as one of its major radio developments a tremendous increase in the number of advertisers using stepped-up campaigns for a week or a month or a season.

"From the standpoint of a retailer, radio above all other media affords this opportunity to do a high-powered job of building tremendous interest in a store event or a special purchase. The technique is tested and proved. It consists of early teaser copy following up with around-the-clock announcements even if it is just for a few short days."

Mr. Stolzoff predicted rapid development of the eight-second commercial.

Paul R. Kuhn

PAUL R. KUHN, 61, board chairman of Burnet-Kuhn Advertising Co., Chicago, died last Monday in Durham, N. C., at Duke Hospital. Mr. Kuhn was associated with the Nichols-Finn agency in Chicago before founding his own company in 1916. A brother of the late Bert Kuhn, foreign correspondent, and the late Emanuel Kuhn, former sales manager of Emerson Radio, Mr. Kuhn is survived by his widow, Marion; a daughter, Paula, and a son, James S.

SET OUTPUT

Drop Seen by Westinghouse

DROP OF about 20% in Westinghouse Electric Corp. radio and television receiver set production during the first quarter of 1951 was foreseen by Gwilyn A. Price, Westinghouse president, who, with top members of his staff, held a news conference in New York last week.

For the entire year, however, production is not expected to drop over 35%, he said.

The overall advertising budget of the company for 1951 will be "10% or more" higher than last year's, Mr. Price revealed. "We are shooting for an overall production increase of about 25%," he added.

Electronic tube production is to be given the status of a division and enlarged to fill two new plants which are planned, according to L. E. Osborne, vice president in charge of manufacturing. Increasing material shortages may cause a reduction in the number of radio and television receiver models, James H. Jewell, vice president in charge of sales and marketing, said. Although there would be no reduction during the first quarter of this year in any event, he said.

Mr. Price explained that even the company's present radio-TV production rate, which is 20% below that for the first quarter of 1950, had been possible only "because of improvements in chassis design and circuits which have reduced the amount of copper needed for each set, in accordance with regulations of the National Production Authority."

But, he went on, "as far as Westinghouse is concerned—and I think our experience applies to many other companies—production of civilian goods so far has continued at a substantial rate, in spite of an increasing load of military orders.

$50,000 FIRE

Sweeps KFMB Headquarters

FIRE which swept through KFMB San Diego's headquarters in the Pacific Square Bldg. early Feb. 23 caused damage estimated at more than $50,000, according to Al Flanagan, program director. He was in charge of the station during the absence of Jack O. Gross, president and general manager, vacationing in Mexico.

The control room, where the fire started, was completely destroyed as were the transcription-record library and TV preview rooms. Destroyed also were new AM and TV equipment as well as several feature motion pictures valued at several thousand dollars.

Discovered at 4:45 a.m., the fire was under control two hours later. Station went on the air at 7:04 a.m. from its transmitter in Mission Valley.

WAPI

WAPI commands a bigger average audience, 6 a.m. to midnight, seven days a week, than any other station in bustling Birmingham. (Pulse: November-December 1950.)

leads

Leads by far in *local* programming, too. Of the thirty-four locally-produced quarter-hours on "The Voice of Alabama" each day, WAPI is first in thirty-two.

all

All major categories of local programs show WAPI on top. The top-rated disc jockey, news, sports, farm, musical, serial and women's programs are all on WAPI.

week

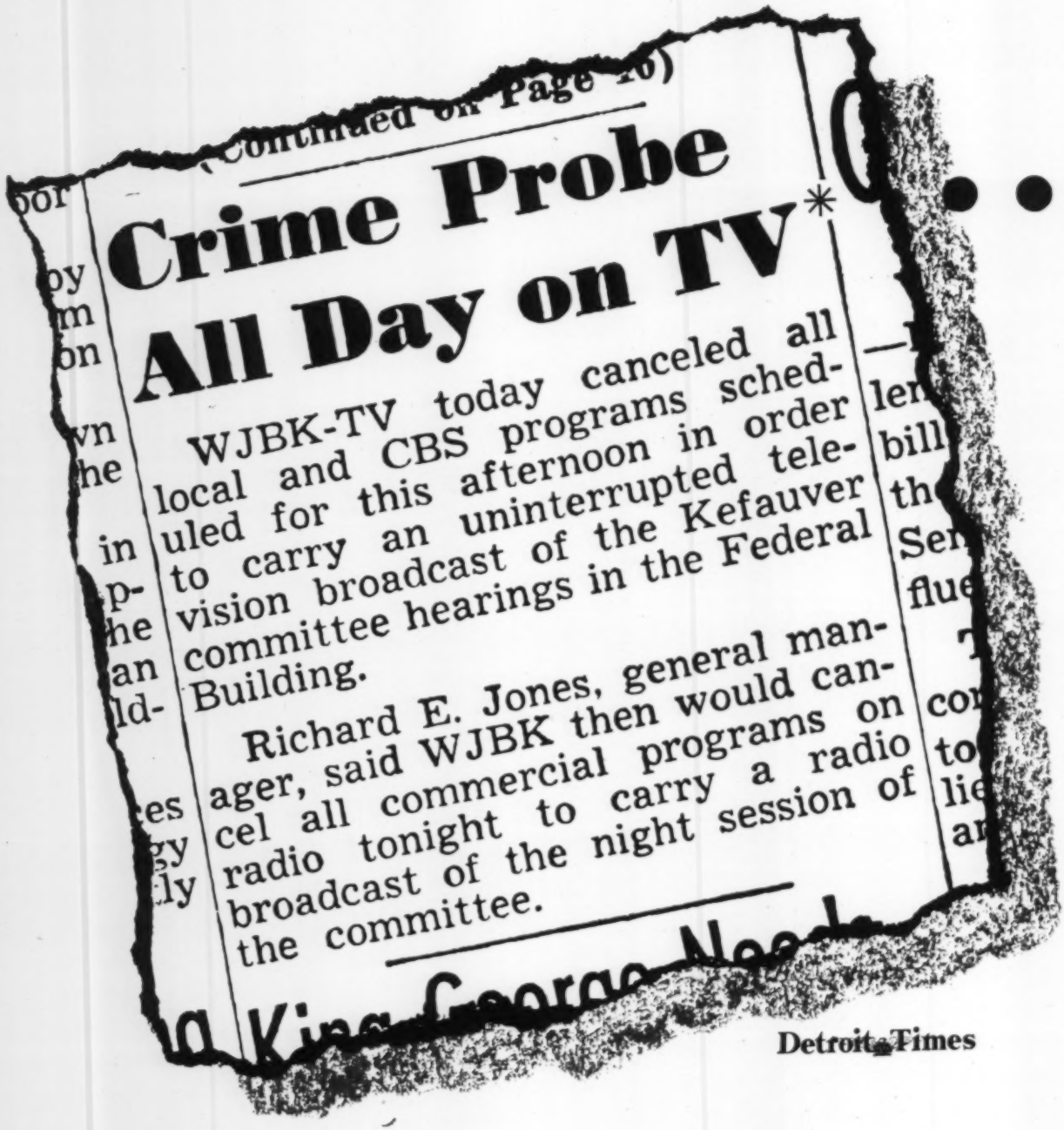
Week after week, WAPI shows are Birmingham's best. Pulse gives WAPI 10 of the Top 10 and 17 of the Top 20 locally-produced quarter-hours, Monday thru Friday.

long

Long accustomed to being Birmingham's most listened-to station, WAPI is also Birmingham's best buy for your product. For details, call Radio Sales or...

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales


(Continued on Page 10)
Crime Probe
All Day on TV*
WJBK-TV today canceled all local and CBS programs scheduled for this afternoon in order to carry an uninterrupted television broadcast of the Kefauver committee hearings in the Federal Building.
Richard E. Jones, general manager, said WJBK then would cancel all commercial programs on radio tonight to carry a radio broadcast of the night session of the committee.
Detroit Times

*WJBK-TV DETROIT

The station with a million friends

A FORT INDUSTRY STATION

"terrific impact • merits highest praise • wonderful service for our city • thoroughly fascinating • should arouse civic responsibility • alert reporting • deserve the highest praise and thanks • a historic event • masterful stroke of showmanship • absorbing and enlightening • most dramatic • very educational and interesting • greatest single public service"

THE FORT INDUSTRY COMPANY

Where Public Service is Never Lip Service

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va.
WLOK, Lima, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455

editorial

The Plotkin Thickens

IT'S HAPPENING again. The FCC majority, still hypnotized by its brain-trust lawyers, has authorized action that would sabotage the McFarland Bill (S-658) to institute desperately needed reforms in FCC procedures. The bill has been approved by the Senate for the third time—with no open FCC opposition.

It is in the House that the FCC legal cabal is at work. It is using practically the same script as a year ago, but with a defense twist.

The FCC lawyers want no new legislation that will wrest the control they hold over all FCC policies—engineering and economic, as well as legal. The McFarland Bill would halt *ex-parte* maneuvering, and place responsibility where it belongs — with the Presidentially picked and Senate-confirmed Commissioners.

In closed House hearings a fortnight ago, the FCC resubmitted its "model" bill. It saw no need for legislation along the lines of the McFarland Bill. It wants merely three or four changes in the present Act *at this time*. It blandly selected palatable parts and talked down changes in substantive provisions that would take away its gun (and the lawyers' powers).

As always, greatest secrecy surrounds the FCC's suggestions. The hearing was held behind closed doors—at the FCC's behest. But the "model bill," which we reported in detail in our issue of Jan. 30, 1950, is about as secret as yesterday's *Congressional Record*.

Things have changed since the FCC lawyers did the machete job on the McFarland Bill last year. Rep. Sadowski, who introduced the FCC bill in January 1950, is now Mr. Sadowski, citizen. Sen. McFarland, who was a member of the Senate Interstate & Foreign Commerce Committee last year, is now the majority leader — No. 1 party man in the upper chamber.

House Committee Chairman Crosser, who last year was told the McFarland Bill was a radio version of the Taft-Hartley Bill (he's a pro-labor man) now knows the facts.

Of course, the Cottone-Plotkin-Goldman-Solomon quadrumvirate of FCC legal lights still has in its vest pocket the House communications expert, Mr. Kurt Borchardt. It was his collaboration last year that aided the FCC lawyers in thwarting remedial legislation, keeping inviolate the FCC's record of blocking any changes in the substantive law since 1934.

It is our guess, however, that the strategy won't work this time. The FCC wants, and perhaps needs, the authorization for new monitoring station facilities. It covets a radio fraud law, similar to the postal fraud law. It wants other sugar-coated provisions of the McFarland Bill. Its device is to get them piecemeal, thereby kicking the bill in the teeth.

What will the Senate do? Communications bills automatically go to the Interstate Committee, headed by Sen. Big Ed Johnson, and of which Mr. McFarland remains the ranking majority member. While we do not have the confidence of these distinguished statesmen, we surmise they will see to it that these piece-meal amendments will be attached to the thrice-approved McFarland Bill, and shunted back to the House. In fact, this happened Wednesday on the monitoring amendment.

Thus, if the FCC wants its monitoring money, or its sugar candy, it will have to take them hand-cuffed to the lawyer wing-clipping provisions of the McFarland Bill. They can play shuttle-cock that way all year.

How long this travesty will endure we do not know. It's our feeling, however, that a few well-timed speeches on the Senate and House floors, laying bare the artifices of the FCC's legal minions over the years, would yield the essential results.

WCFM (FM) Washington, a cooperatively owned station that is endeavoring to finance itself by public subscription, is demanding a Congressional investigation of FM set manufacturers who WCFM alleges have failed to promote FM. What this means, obviously, is that WCFM is trying to unload the blame for its own difficulties on somebody else, a trick that cannot be done. The failure resides in the concept of subscription radio, which is contradictory to the principles upon which the U. S. broadcasting system was built.

Blueprint To Ruin

AT THIS juncture in our defense economy both the administration and at least a majority of Congress are disposed to treat advertising costs in relation to taxation precisely as was done in World War II. Then, all ordinary and necessary and reasonable expenditures were recognized as deductible.

The new excess profits tax law takes cognizance of this, both as to capitalization of advertising, and expenditures for advertising and goodwill. It tacitly approves, therein, the necessity for manufacturers to protect their competitive positions by institutional or "brand name" advertising, even if they do not produce a single item to sell the public.

But advertisers, and the advertising media, cannot rest on their oars. The new excess tax law comes at a time, technically, when we are not at war. We are in a defense emergency, and in its early stage at that. What will happen if all-out war comes? What when government revenue requirements reach new peaks due to full-tilt mobilization?

Even now some left-wing members of Congress are talking loosely about a "tax" on advertising. In the military there are those who (having never worked in industry) oppose an allowable advertising deduction. The grade-labelling zealots are omnipresent, and many of the professorial gentry, who abound the Washington scene when there's an emergency, get in their licks via the brain trust vistas.

The most potent danger reposes in the philosophy of some of the labor leadership, who espouse a limitation on institutional advertising, which traditionally increases when the available supply of consumer goods declines. The notion is that if advertising remains a deductible item, the government will lose a substantial pot of *new* revenue. And Uncle Sam, in his quest for new money, may look toward the now tax-free labor unions—biggest business in the U.S. today—for that money.

They even hazard the view (cockeyed, we think) that newspapers and magazines would be only passively resistant to a limitation on purely institutional advertising—because of their competition with radio and TV. They base that on impending cut-backs on newsprint and possible rationing of newspaper display space, which could be reflected in diversion of institutional budgets to the broadcast media.

All this may sound ludicrous. Yet it's an open secret that union leadership is seeking means of postponing the day of labor union taxation. They brush aside the argument that to kill brand names is to kill opportunities for employment in normal times.

Here we have the ear-marks of nationalization of industry. The plight of the British economy as a consequence of nationalization should be lesson enough.

our respects to:

WESLEY IRVIN NUNN

SEVEN YEARS AGO, a leading efficiency organization made an analytical study of the structure of Standard Oil of Indiana and discovered it maintained one of the smallest advertising departments among all multi-million-dollar companies. The department, purposely small, was itself based on a system of efficiency, with a few key people responsible for decisions and directing duties of others. This is a principle and standard practice of Wesley Irvin Nunn, advertising manager of the company since 1936. He heads a staff of 10 persons, seeing that Standard Oil's advertising agencies (McCann-Erickson and BBDO) and other "suppliers" assume as much of the work load as possible.

Efficiency is effortless and unobtrusive with Mr. Nunn. His absorption in advertising, however, is obvious to anyone. Almost all his activities—both in and away from SO headquarters on Chicago's Michigan Blvd.—center on advertising. A member and former president of the Chicago Federated Advertising Club, Mr. Nunn is vice chairman on the board of directors of the Assn. of National Advertisers, board member of the Advertising Federation of America, board member of the Advertising Council—in which for the fourth year he is coordinator of the "Stop Accidents" campaign on behalf of the National Safety Council—and one of three men on the national advisory council of Alpha Delta Sigma, professional advertising fraternity.

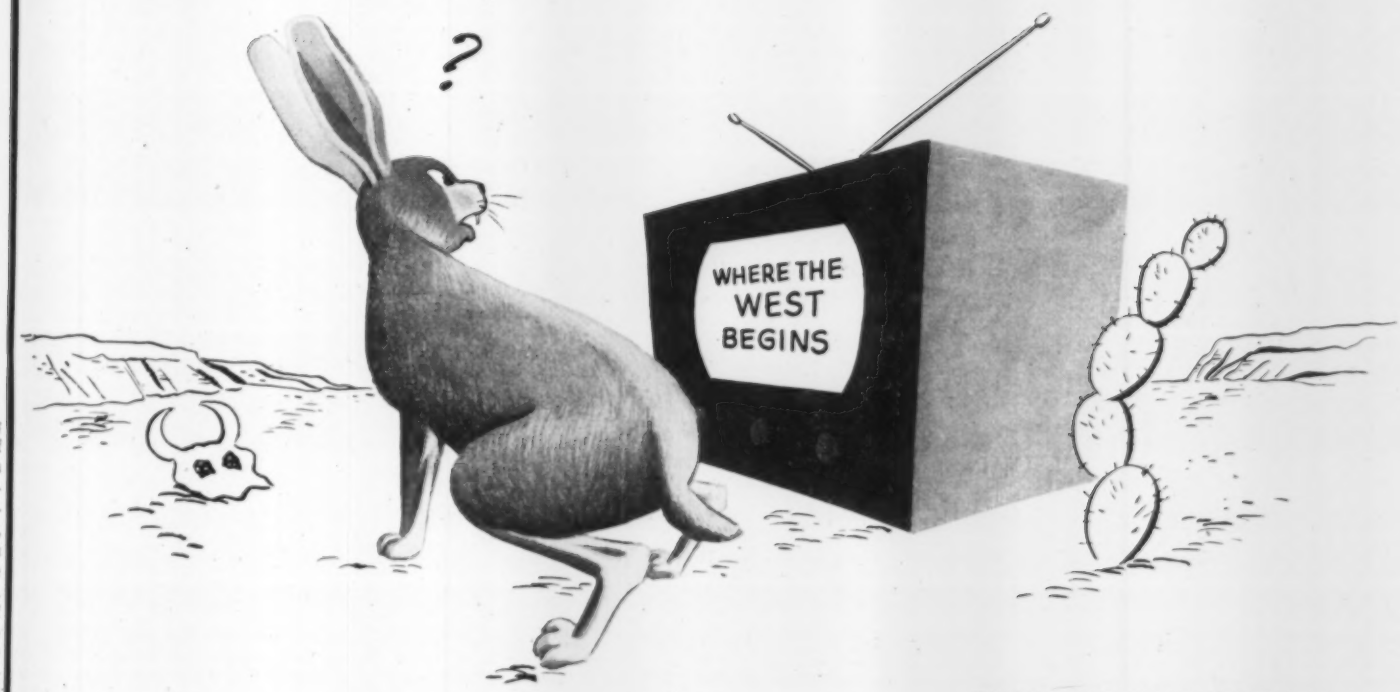
A natural conviviality and sense of humor blend easily with his slight southern accent, as Mr. Nunn was born in Martinsville, Va., and lived for many years in Oklahoma. Mr. Nunn, one of 10 children, was born in "the heart of tobaccoland" April 23, 1895. He is one of the few stalwarts who can comprehend a tobacco auctioneer's scrambled speech, as he watched such proceedings almost daily until he was 12. His father, a tobacco wholesaler, conducted many auctions at their home.

Western traditions became a part of the youth's life when, in 1907, he joined an older brother in Indian Territory, two months before it merged with Oklahoma Territory to become the state of Oklahoma. Interested in many things, young Wes enrolled at Oklahoma A & M after high school and "dabbled" in engineering. When "I found I was spending all my spare time writing for college publications," he converted to journalism school at the U. of Oklahoma. There, "purely by accident," he took the first step toward an advertising career.

A Kappa Sigma fraternity brother, ill and

(Continued on page 76)

Jackrabbits *are Consumers*



...but they don't spend money!

When we talk coverage . . .
when we talk market . . .
we count *noses* and *dollars,*
NOT wide open spaces!

ENGINEERS' REPORT ON WFAA-TV

- Population in 5000 uV/M Contour 611,738
- Square Miles in 5000 uV/M Contour 901
- Population in 500 uV/M Contour 1,028,142
- Square Miles in 500 uV/M Contour 4,002

MORE POPULATION MORE COVERAGE MORE BUYING POWER

Serving BEST the MOST
with 27.1 Kilowatts

WFAA-TV *Channel 8*
Dallas

Represented Nationally by Edward Petry & Co.

front office

FRED S. HEYWOOD appointed sales promotion manager WCCO Minneapolis-St. Paul, succeeding Tony Moe [BROADCASTING • TELECASTING, Jan. 15]. He was manager of advertising, promotion and publicity WBAL-AM-TV Baltimore, and also directed news and special events operations for WNBC New York.

Mr. Heywood

H. G. FEARNHEAD, vice president and treasurer Yakima Broadcasting Co., Washington, named general manager and treasurer KYA San Francisco, replacing GIL PALTRIDGE, resigned.

ROBERT BALFOUR named vice president in charge of sales promotion Forjoe & Co., station representative, coincident with return from special assignment as lieutenant with U. S. Pacific Fleet. WILLIAM R. WYATT, general manager Forjoe Chicago office appointed vice president in charge of sales for Midwest Division. ELAINE SKINNER, formerly with Paul H. Raymer Co., Joseph Katz Co. and Ruthrauff & Ryan, named office manager Forjoe's Chicago Midwest Division.

PHILLIP WATERS, account executive KXL Portland, Ore., named manager KOOS Bay, Ore., replacing HAL SHADE [BROADCASTING • TELECASTING, Jan. 29].

Mr. Waters

PAUL MULVIHILL, Toronto, and RADIO TIMES SALES, Montreal, will represent CKTB St. Catherines, effective April 1.

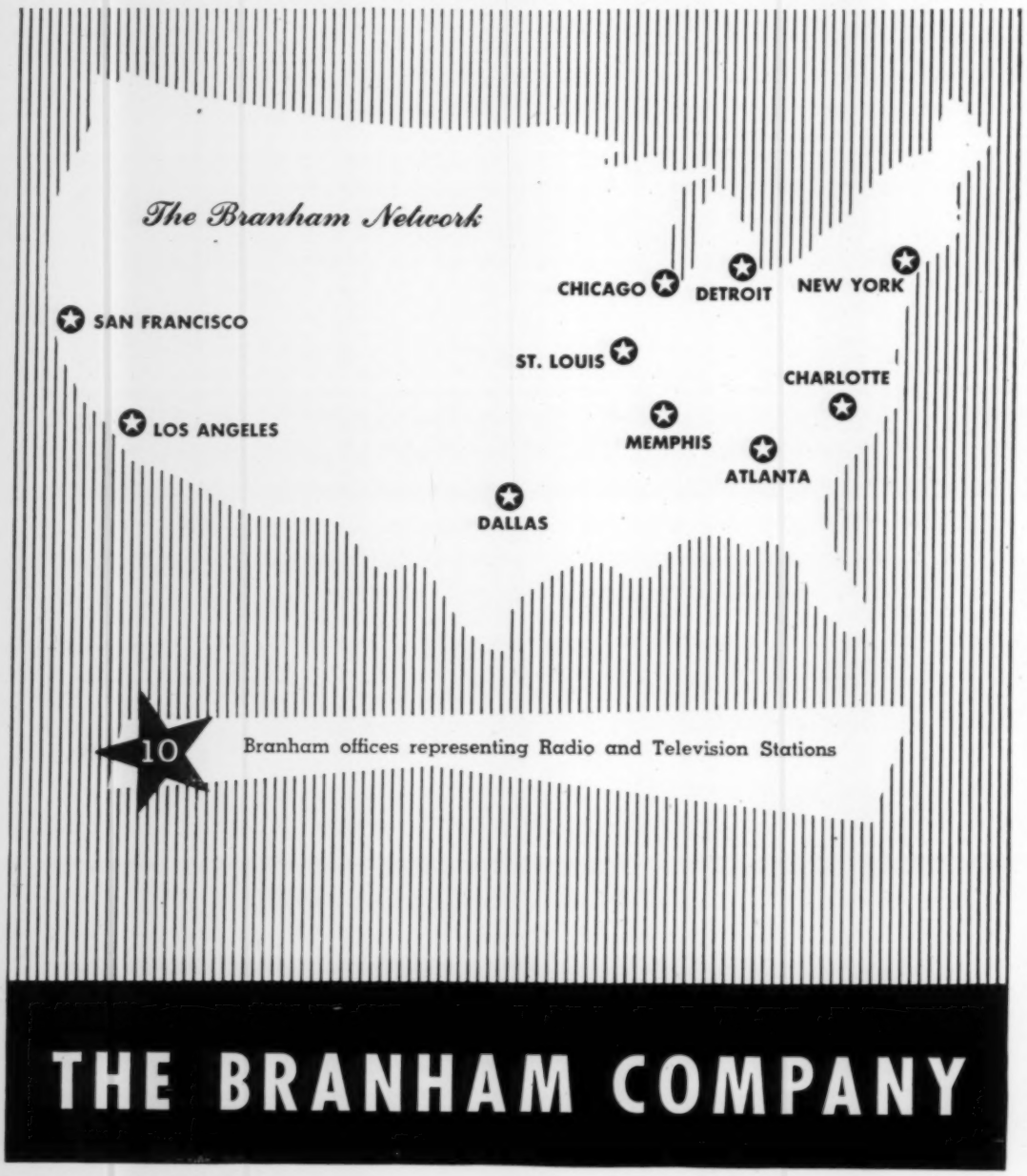
JIM SZABO, WWRL Woodside, N. Y., to sales staff Adam J. Young Jr. Inc., N. Y.

ROBERT C. WIEGAND appointed to sales staff WJMO Cleveland.

GEORGE BAKER, general manager Cincinnati division Hugh-Peters Inc., appointed administrative assistant in charge of hard goods sales WLWT (TV) Cincinnati.

CHARLES L. SCOFIELD, station manager, and JAMES CARSON, commercial manager KRJF Miles City, Mont., to reopen and operate KWBM Williston, N. D., as partners.

THE BOLLING Co. Inc., N. Y., appointed national representative for KXLW St. Louis.



THE BRANHAM COMPANY

SALES PROJECT

NBC Sets Meeting Tour

SCHEDULE of meetings in which NBC officials will show the network's new radio sales presentation to its affiliates throughout the country was announced last week.

The sales presentation was first shown to members of NBC's Stations Planning and Advisory Committee in mid-February, and is being taken on the road at the committee's request [BROADCASTING • TELECASTING, Feb. 19].

Five showings are scheduled, all in March, starting Thursday and Friday at the Beverly Hills Hotel in Los Angeles, where representatives of 32 stations are expected to be on hand. Other showings:

Schedule

March 13, Shamrock Hotel, Houston, 20 stations; March 15, Biltmore Hotel, Atlanta, 37 stations; March 21, Warwick Hotel, Philadelphia, 35 stations; and March 23, Drake Hotel, Chicago, 37 stations.

NBC officials making the four week tour will be Charles R. Denny, executive vice president; Carleton D. Smith, vice president in charge of station relations, and Norman E. Cash, director of radio station relations.

Feature

(Continued from page 18)

the Cal Crim Detective Bureau Inc. to advise grocers on how to guard against dishonest customers, employes and check utterers.

Further impetus is given WSAI advertisers through a display of sponsors' products in a modern shelving plan. Refreshments are served—usually sponsors' products. WSAI talent provides entertainment.

DAN HYDRICK Jr. appointed manager WDYK Cumberland, Md.

WILLARD BOTLER, WFTL Ft. Lauderdale, to sales staff WEAT Lake Worth, Fla.

WINSTON S. DUSTIN, vice president in charge of sales WNOE New Orleans, named to similar position KNOE Monroe, both owned by James A. Noe.

JAMES D. BAILEY, sales representative KTRF Thief River Falls, Minn., to WFHR Wisconsin Rapids, Wis., in same capacity.

JACK MOHLER, account executive WOR New York, to active duty with Army military intelligence as captain.

JOHN D. VELLER and BEN McKINNON appointed to local sales department WBT-AM-FM and WBTV (TV) Charlotte. Mr. Veller was with WMRC Greenville, S. C., and Mr. McKinnon has worked in public relations field.

Mr. Veller

Mr. McKinnon

PAUL GODT appointed to sales and advertising staff WIBV Belleville, Ill. Was with KARK Little Rock.

WILLIAM SCHNAUDT, account executive WPTR Albany, N. Y., appointed local sales manager. GEORGE SUTHERLAND, sales manager, resigns. JOHN C. GILMORE named account executive for station.

Personals . . .

WILLIAM F. LUCEY, business manager *Lawrence Eagle-Tribune* and WLAW Lawrence, Mass., honored by friends and business associates in recognition of his appointment by Pope Pius XII as member of the Assn. of Master Knights of the Sovereign Military Order of Malta [BROADCASTING • TELECASTING, Feb. 19]. . . . W. J. WARREN, assistant to president WITH Baltimore, father of boy. . . . JOHN D. SCHEUER Jr., operation assistant to general manager WFIL Philadelphia, will speak on "Radio and Television as Educational Media" at Hospital Standardization Conference of American College of Surgeons today (Monday), at Bellevue-Stratford Hotel, Philadelphia. . . . ERNEST L. SPENCER, president and general manager KVOE Santa Ana, Calif., elected to board of directors Santa Ana Chamber of Commerce. . . . PAUL R. BARTLETT, president and general manager KFRE Fresno and secretary-treasurer California State Radio & Television Broadcasters' Assn., elected chairman Fresno Convention & Tourist Bureau.

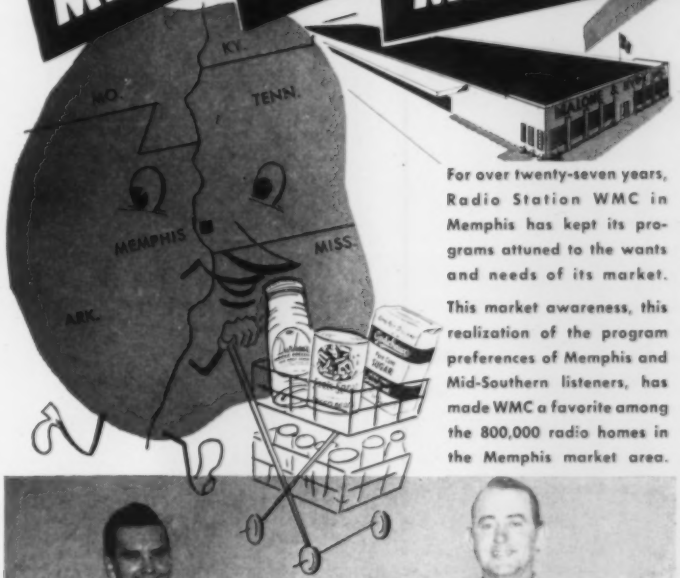
BENEDICT GIMBEL Jr., president WIP Philadelphia, named radio-TV chairman for Philadelphia's 24th Annual Educational Week for the Blind. Serving with Mr. Gimbel are: WILLIAM BANKS, WHAT; JOSEPH CONNELLY, WCAU-AM-TV; DOUGLAS HIBBS, WTEL; JOHN J. KELLY, WPTZ (TV); JULES RIND, WPEN; JOHN SCHEURER, WFIL-AM-TV; PATRICK J. STANTON, WJMJ; FRANKLIN TOOKE, KYW, and RUPE WERLING, WIBG. . . .

MAX LEON, owner WDAS Philadelphia, elected to board of directors Philadelphia Opera Co. . . . RALPH HANSEN, account executive KING Seattle, appointed general chairman Seattle Advertising and Sales Club's annual awards committee "for the best locally produced advertising". . . . DANIEL W. KOPS, vice president and general manager WAVZ New Haven, elected to board of directors of Quinnipiac Council, Boy Scouts of America. . . . JACK KENT COOKE, owner CKEY Toronto, chosen one of 10 best dressed men in Canada by directors of Canadian Men's Apparel Fair.

JOHN F. NOONE, WPIX (TV) New York, serving as general chairman of advertising division, Cardinal's Committee of the Laity, in connection with New York Catholic Charities' 1951 fund appeal, which started last week. BERNARD C. DUFFY, BBDO, and JOHN C. KELLY, Kelly-Nason Inc., are general vice chairmen. THOMAS H. SHANLEY, Warwick & Legler, is advertising agencies chairman.

KARL O. WYLER, vice president-general manager KTSM El Paso, elected president of 1951-52 Southwestern Sun Carnival. . . . ART HARRE, general manager WJJD Chicago, named to public relations committee of American Cancer Society, Illinois division.

WMC is MEMPHIS MARKET MINDED!



For over twenty-seven years, Radio Station WMC in Memphis has kept its programs attuned to the wants and needs of its market.

This market awareness, this realization of the program preferences of Memphis and Mid-Southern listeners, has made WMC a favorite among the 800,000 radio homes in the Memphis market area.

The Gene Steele Trio

Another successful example of WMC's Memphis Market-Mindedness! Gene Steele, during the past thirteen consecutive years, has broadcast more than 3,380 programs for the same sponsor, Malone & Hyde, Incorporated, wholesale grocers. Five times a week, two hundred and sixty times a year, his program gets a fine reception in thousands of Mid-South homes.

—and here's what the sponsor thinks of it!

"We believe Gene Steele is the most consistently popular local live radio personality now broadcasting in Memphis. Year in, and year out, Gene has sold the quality foods which we distribute. His record speaks for itself."

Signed J. R. Hyde,
Malone & Hyde
Memphis, Tennessee

WMC MEMPHIS
NBC—5000 WATTS—790

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

National Representatives, The Branham Company

Owned and Operated by The Commercial Appeal

HOOPER surveys the SEVENTEENTH STATE*

*THE SEVENTEENTH STATE
A compact market composed of a homogeneous group of 53 counties in Eastern New York and Western New England . . . so called because its population exceeds that of 32 states in the U. S.

and Hooper discovers that:

WGY delivers a regular listening audience in *all* 22 cities of the Seventeenth State.

WGY's average evening audience is larger than the audiences of the next two stations *combined*.

WGY's daytime audience is 18% larger than the next best station's daytime audience.

WGY's share of audience is above 20% in *15* of the 22 cities. Station "B's" share of audience is 20% or over in only *4*.

This tremendous power and coverage advantage is yours at a lower cost than any combination of stations in the area needed to reach the same markets. Call NBC Spot Sales, New York, N. Y., or the WGY Sales Department, Schenectady, N. Y., *today!*

WGY

50,000 WATTS

810 K. C.

A GENERAL ELECTRIC STATION

THE ONLY STATION COVERING ALL 22 MARKETS OF THE 17TH STATE

TRANSIT'S PULL

D. C. Study Shows Power

SECOND test of transit radio's pulling power, based on the Advertising Research Bureau Inc. point-of-sale technique pitting radio media against newspapers, shows the new transit service vastly superior to newspapers in percentage of traffic drawn to a store, number purchasing the mutually advertised item, and percentage of dollar purchases.

The test was conducted for WWDC Washington, operating transit service, in connection with Kent's Jewelers. In an article explaining the ARBI Washington tests it was not explained that the Kent's test involved WWDC's transit FM service [BROADCASTING • TELECASTING, Feb. 26].

The Kent's test advertised $8.88 men's and women's watches, with the store placing $350 in advertising in the *Washington Times-Herald* and $350 in transit announcements. Another test, at the Julius Lansburgh Furniture Co., showed transit on a par with newspapers in value delivered per advertising dollar.

The Kent's results follow:

TRANSIT VS. NEWSPAPERS

Point-of-Sale tests at Kent's Jewelers, Washington, D. C.

	Transit Radio	Newspapers	Both	Other	Total
% Traffic	62.1	16.1	8.9	12.9	100
% Purchasing Merchandise*	75.3	85.0	100.0	93.8	81.5
% Dollar Value Of Purchases*	61.7	15.2	8.4	14.7	100.0

In summarizing tests at Sears, Roebuck & Co. stores in Washington a typographical error appeared in the table showing percent buying merchandise. The radio figure should be 70.9% instead of 7.9%. The corrected table, covering WWDC's AM station, follows:

SEARS BLADENSBURG RD. STORE

	Radio	Newspapers	Both	Other	Total
% Traffic	22.5	25.0	10.7	41.8	100.0
% Purchasing Merchandise*	70.9	65.6	65.4	51.0	60.7
% Dollar Value Of Purchases*	30.1	24.5	11.2	34.2	100.0

* Includes all purchases made in shoe department by customers showing an interest in the test merchandise.
Both—Any person who stated he both saw and heard test advertising.
Other—Any person who did not state he learned about merchandise directly through the advertising media tested.

Judith Templeton

JUDITH DUDLEY TEMPLETON, copywriter at McCann-Erickson, New York, died Feb. 26 on the way to a hospital after her motor-driven bicycle collided with a truck in Hamilton, Bermuda. Her husband, John Marks Templeton, is an investment banking counsel in New York. Besides her husband she leaves three children, John M. Jr., Christopher and Anne Dudley.

A. T. GARDINER

Durstine V. P. Dies

PRIVATE funeral services were held last week for Archibald T. Gardiner, 70, senior vice president of Roy S. Durstine Inc., who died at his Los Angeles home Feb. 22 following a long illness. Mr. Gardiner had made his home in Los Angeles since 1948.

In advertising since 1939, he was head of the agency's research and media department at the time of death.

Born in Philadelphia, Mr. Gardiner graduated from Jefferson Medical College in 1904. For several years he was a lecturer in Hahnemann Medical College, Philadelphia, and later entered the business field, becoming vice president of Huntington Steel Foundry, Huntington, Ind. It was after serving on the staff of *Newsweek* magazine that he entered the advertising field in 1939.

Besides his widow, Mrs. Nancy Gardiner, surviving are a daughter, Mrs. Roy S. Durstine, and a son, Archibald T. Gardiner Jr., sales manager of the Aerol Co., Los Angeles.

MBA-BMI CLINIC

Joint Meeting Set

G. PEARSON WARD, secretary, Missouri Broadcasters Assn., is urging every station in the state, big and small, to be present March 12 at Jefferson City for the annual MBA meeting, combined with the first state-wide BMI program clinic.

National speakers scheduled to appear are Robert Burton, BMI; Ted Cott, program director, WNBC New York; Robert Saudek, vice president, ABC, and Reggie Schuebel, Wyatt & Schuebel Agency. Local speakers include Sid Trenble, program director, KCMO Kansas City; Roch Ulmer, program director, KFEQ St. Joseph; George Stump, program director, KCKN Kansas City, and Mark Russell, program director, KMOX St. Louis.

Arthur B. Elder

ARTHUR B. ELDER, 53, one-time commercial manager of WFAA Dallas, died Feb. 18 following a heart attack. Mr. Elder from 1921 to 1928 was manager of the radio advertising department of the Dallas *Morning News*, and at the time of his death was a member of the *News*' advertising staff.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

MARCH 5, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

DOUBLE THE SETS MEANS DOUBLE THE SELL

And that's just what happened in these twelve great markets . . . in eight short months. Since June their TV sets have doubled in number. Twice as many sets, twice as many viewers. To advertisers that means twice as many buyers.

And the number keeps growing.

So stake out your claim in these prosperous, fast-growing markets. Be sure that your product is on TV in each one . . . being sold, week after week, over twelve of the most highly viewed television stations in the country.

WSB-TV ....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV ..... .Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV ..... Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

FIRST

WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

	INCREASE
Population	20%
Dollar volume retail sales	178%
Dollar volume wholesale sales	209%
Dollar volume service trades	154%

In the nine year period, 1939 to 1948, employment rose 34¾%.

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

A Steinman Station

NBC TV-Affiliate

Represented by

ROBERT MEEKER Associates · NEW YORK · LOS ANGELES · SAN FRANCISCO · CHICAGO

A Service of Broadcasting Newsweekly

TELECASTING

...nal Press Bldg.
...shington 4, D. C.

MARCH 5, 1951

BROADCASTING, Telecasting
$7 annually, 25c weekly

TV IS STATUS QUO

But Final Hearing May Start Soon

By LARRY CHRISTOPHER

IN SPITE of the rumor mills, FCC really doesn't know exactly when it will be able to lift the television freeze, begin granting new TV stations, or, for that matter, how soon it can begin hearings on city-by-city allocation proposals (last phase of the overall TV proceeding).

But, TELECASTING last week on authority did learn:

● Revised allocation proposals probably will be issued, particularly for "headache" areas like Ohio.

● Staff recommendations and reports are nearing completion and may be ready for preliminary consideration by the Commission this week.

● FCC may not await Chairman Wayne Coy's return from vacation (probably the week of March 12 at latest) to begin preliminary study of reports, if they're ready, but the Chairman most surely will take part in final draft approval.

● It's hoped final revisions can be whipped together for public issue by mid-March with "optimistic" goal of starting the city-by-city allocation-proposal hearing in early April.

There's a delicate balance of factors involved, however, and any one of several problems could throw the present "estimate" off by weeks, one Commission source indicated.

For example: It may be found necessary to revamp the allocation table to such a degree as would require issuance of a formal revised proposal and the receipt of comments, counter-proposals and replies thereto; or, the educational TV issue, favorite field of Comr. Frieda B. Hennock, could throw in a road block by requiring separate allocation consideration and even a special engineering study on the side to determine education's needs.

Technical Issues

Another snag could ensue in attempting to resolve the many technical issues and other policy conflicts (station spacings, tropospheric propagation, oscillator radiation, directional antennas, standardizing an intermediate frequency (IF), Stratovision, "polycasting," VHF-UHF intermixture etc.). Compromises will have to be made in order to get the soundest and most equitable allocation on an overall basis. No FCC representative will guess how long some compromises might take to be resolved.

Generally speaking, this is the evolution of the TV situation from here on out:

(1) Staff reports and recommendations are in preparation. They're concerned with all aspects—legal, economic, technical, policy. They attack from all angles, constitute alternate proposals and their effects.

(2) Possibly this week, they'll be lumped into a single package, passed over chief engineering and legal desks in a shake-down run, then placed before the Commission for its initial review.

(3) FCC, together with staff experts, will sift through the drafts, settling broad policy issues first and then biting into the details. A detail, however, such as a crucial engineering factor, could modify policy from the outset.

(4) Agreement upon final drafts, directions to staff for preparation of revised report and its issue. Scheduling of further proceeding or city-by-city hearing.

(5) City-by-city hearing, possibly to last a month to six weeks at present guess.

(6) Last staff and Commission round at settling a final decision and agreement on target date for lifting of the freeze as well as post-freeze procedural policy.

(7) Final decision (no initial or proposed decision to be rendered in this case). Specification of "interim" period in which no grants will be made and in which new applications will be accepted before processing commences (this may be 60-to-90 day or more period after decision). Announcement of processing policy ("Lines" could be established as in AM previously if big rush ensues). Scheduling of hearings and further hearings in areas where more bids pend than there are available channels.

(8) Grants. The freeze is over. That is, grants if defense needs don't crowd out raw materials to the extent stations can't be built.

One Commission spokesman has indicated if allocation table revisions are not too drastic, FCC might forego further delay in the formal-comment procedure by employing the "first report" technique used in the color television decision and swing right into the city-by-city hearing. Comments and counter-proposals would be taken as the hearing went along.

It was pointed out, also, FCC need not go as far as a "first report," but merely by informal notice indicate the modifications proposed and then continue into the last phase of hearing. All indications are FCC doesn't want to delay a moment that really isn't necessary.

Coy Review

Chairman Coy, in his talk before the New York State Publishers Assn., reviewed in considerable detail the factors involved in settling the TV case [BROADCASTING • TELECASTING, Jan. 22]. He indicated he hoped the freeze would be lifted and grants commencing before the "third anniversary of the freeze is upon us . . . unless the mobilization program is so large by late summer that it will not be possible to utilize raw materials in the building of equipment and the construction necessary to get television stations on the air."

The freeze was imposed Sept. 30, 1948. Last chronology and review of the freeze was published in the Dec. 4, 1950 BROADCASTING • TELECASTING.

Sarnoff Birthday

BRIG. GEN. DAVID SARNOFF, board chairman of RCA, was guest of honor Tuesday at a luncheon party of 34 top RCA executives at the Waldorf-Astoria, New York, celebrating his 60th birthday. Group, including 10 of the 12 RCA directors and the top executives of the corporation's operating companies, presented Gen. Sarnoff with a scroll bearing signatures of all present, and a clock-barometer.

CARBONATE CUT

NPA Curtails Use 20%

CUTBACK in the civilian consumption of barium carbonate, which electronic manufacturers use in glass television and radar tubes, was ordered last week by the government in a move to assure equitable distribution of defense-rated purchases.

The National Production Authority curtailed civilian use of the carbonate 20% and also extended the order to cover barium titanate, a related mineral product used for making condensors and insulators. Consumption of both has been on the upswing since World War II, largely because of its TV application, NPA pointed out.

ASCAP PACT

Agreement Hopes Bright

HOPES for reaching an agreement over terms of per-program licenses for the use of ASCAP music on television programs through negotiations and of averting a costly court fight were bright on Friday as committees representing the television broadcasters and the society went into the third day of their renewed discussions.

Although no details of the discussion were made public pending some settlement of points still being debated, it was learned that the ASCAP group for the first time divulged to the broadcasters the terms of the per-program license which the society had planned to issue unilaterally. These terms are believed to set a very high price on the use of music on an individual program basis in comparison to ASCAP's rate for the overall use of its music under its blanket license.

The proposed per-program licenses do not, however, make any mention of payment on announcements adjacent to programs of ASCAP music. That is a vital omission, as it was ASCAP's insistence that fees be paid for such adjacencies and the telecasters committee's refusal to consider such payments that led to the breakdown in discussions last December. After a two-day meeting of the two committees, Dec. 11-12 in New York, had failed to make any progress in resolving this point, ASCAP broke off negotiations, notifying all TV stations that it had taken this step and that it would shortly issue per-program licenses of its own making.

Negotiations were opened at the behest of Clair McCollough, WGAL-TV Lancaster, Pa., who urged telecasters to unite behind the move.

RCA, EMERSON REPLY

On Color Motion

BOTH RCA and Emerson Radio & Phonograph Corp. last week told the U. S. Supreme Court that the Chicago Federal District Court has not afforded "judicial review" in dismissing the suit against FCC's color decision. Likewise, Emerson and RCA—the latter with its two subsidiaries, NBC and RCA Victor Distributing Corp.—charged that the Administrative Procedure Act had been disregarded by the FCC in "refusal" to consider certain "relevant" matter in the color proceedings.

These contentions were set forth in appellants' reply to an earlier motion of the FCC, CBS and the Justice Dept. directed to the Supreme Court and asking that the Chicago court's judgment be affirmed [BROADCASTING • TELECASTING, Feb. 12]. In addition, the joint motion had sought to have dissolved the temporary restraining order against commercial use of color, which had been issued by the lower court.

Contents of RCA Reply

In its argument last week, RCA held:

- Transmission standards for TV which "cannot be received on any of the 12 million receivers in the hands of the public are contrary to public interest."
- The Commission record is "admittedly inadequate" and it has "violated its duty to inform itself" and to take account of determinative facts.
- Prohibition of broadcasting of compatible system in competition with incompatible is "contrary" to law.
- "Errors" were made in the District Court.
- No administrative agency should rely on "an interested staff member" (E. W. Chapin, chief, FCC Laboratory Division).

RCA interpreted the incompatibility of the CBS color system as meaning that present set owners would have to spend $50 or more to restore program service, and even then the CBS system would afford a "degraded" black-and-white picture with half the detail of present pictures. "Incompatibility is a basic defect in a color system," declared RCA, "and the cost of achieving compatibility should be borne by the developer of a color system" and not be "passed on to the public."

RCA charged the Commission last fall adopted the CBS system without "receiving such further information as to the CBS system, refusing to consider further information with respect to the RCA system, and without according opportunity for further development."

RCA stated:

The significant point here is that the Commisson recognized in its First Report that the record of the hearings before it was inadequate to enable it to discharge its duties. The Commission nevertheless failed to inform itself as to matters it recognized it should.

Whether the Commission can base a decision upon a record which its own Report has stated is inadequate clearly presents a novel and substantial question for this Court to decide.

RCA cited the dissent of Judge Walter LaBuy of the District Court wherein he stated ". . . it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based 'on speculation and hope rather than on demonstrations'."

Procedural Violation Mentioned

Question of violation of the Administrative Procedure Act was raised in the RCA brief, which referred to "refusal" of the FCC to consider the RCA Progress Report and the report of the Condon Committee "even though these were submitted in the RCA comments . . . requested by the Commission." Sec. 4 (b) of the act provides, in part:

After notice required by this section, the agency shall afford interested persons an opportunity to participate in the rule making through submission of written data, views, or arguments with or without opportunity to present the same orally in any manner; and, after consideration of all relevant matter presented, the agency shall incorporate in any rules adopted a concise general statement of their basis and purpose.

As a result of the color decision, declared RCA, the present system of black-and-white must face competition with CBS black-and-white, but that CBS is "immunized" from competition with compatible color.

"There is no finding by the Commission, contested or otherwise, that the commercial broadcasting of the RCA compatible television system should not be authorized together with the incompatible system."

RCA pointed out "so far as appears . . . the Commission did not even consider there was any middle ground."

Withheld Judgment

Referring to "errors" of the District Court, the appellant's reply said "the express language of the District Court showed it intended to leave the decision of this case on the merits to this [Supreme] Court."

RCA pointed out that certain evidence, given to the Commission but disregarded by that agency, was further submitted to the District Court for decision without any results. Of this, RCA said: "Surely the District Court was in error in concluding that it could not consider such evidence for the purpose of determining whether such evidence should have been considered by the Commission."

In its reply last Monday, Emerson declared the order may "irrevocably congeal the character of television for generations to come" in that a system established cannot readily be changed. Accordingly, the appellant urged the Commission should "solicit the careful review of its judgment in order to afford . . . maximum degree of assurance that its decision is free of detectable error."

Emerson contended that the FCC showed "stout resistance" to re-examination of its ruling by "refusal" to consent to a stay of the color order "while the court deliberated on its issues." The Emerson reply declared Congressional policy, "as reflected in the Administrative Procedure Act and debates which lead to its enactment," is designed to put a "tight curb" upon "claims to administrative omniscience" rather than give those claims "the free rein" sought by the FCC.

The District Court action in restraining enforcement of the color order pending a decision, and continuance of the temporary restraint pending appeal to the Supreme Court was cited by Emerson as recognition of "the substantial character of the appellants' challenges."

However, the Emerson reply pointed out that the District Court had not afforded "judicial review" of the case and with "forthright policy of indecision" had failed to resolve substantial questions. The appellant said:

But the District Court, although it observed the rituals of judgment, withheld the substance of the decisive safeguard against administrative excess—the safeguard guaranteed by statute and by the quoted language of this court—"judicial review." The District Court was in a sense overwhelmed by its discovery that the widespread legal and public importance of the issues raised by appellants rendered this a "controversy which badly needs the finality of decision which can be made only by the Supreme Court." For the District Court, believing on heretofore good authority that "any decision we make is appealable to [the Supreme Court] as a matter of right," sloughed off its robes of office to view in tranquility what it chose to regard as "little more than a practice session where the parties prepare and test their ammunition for the big battle ahead." Resolved to unravel the last faded remnant of its authority, the District Court completed its own abdication and its careful frustration of the statutory scheme by shifting to this Court the District Court's primary and prescribed responsibility for the judicial review of administrative action.

With notable candor, the District Court announced that "in studying the case, we have been unable to free our minds of the question as to why we should devote the time and energy which the importance of the case merits, realizing as we must that the controversy can only be finally terminated by a decision of the Supreme Court.

Emerson Questions

Questions which Emerson claimed the District Court failed to resolve were:

(1) Whether substantial evidence supported the FCC adoption of CBS color standards;

(2) Whether, assuming arguendo that the FCC had a substantial evidentiary basis for adopting CBS color, the FCC

(Continued on page 62)

TV Censorship: One Down, More to Go . . . . . AN EDITORIAL

REFUSAL of the Supreme Court to review a decision of the U. S. District Court of Pennsylvania, which held that states are not empowered to censor television films, confirms the well-established principle that television, like radio, is interstate commerce, subject only to federal regulation. And it preserves the sanctity of the First Amendment guaranteeing the fundamental freedoms.

The high court's stand should make the Pennsylvania State Board of Censors shut up. It seems not to have had similar effect elsewhere, however.

In St. Louis, James J. Carroll, notorious betting commissioner, refused to testify before the Senate Crime Investigating Committee while sessions were being televised. Some law is bound to be written on this subject unless the committee decides to let the matter drop and let Mr. Carroll have his impudent way.

In Boston, which bans books faster than new ones can be published, the Most Rev. Richard J. Cushing, Roman Catholic Archbishop, was quoted in a newspaper as criticizing "suggestive" television shows and saying that TV "is destined for censorship."

In Washington, Rep. Thomas J. Lane (D., Mass.), alert to the wishes of his esteemed constituent, made a 10-minute speech on the floor of the House attacking immoral television programs and insisting that the FCC establish a board of censors to review TV shows. The congressman added that if the FCC did not respond to his suggestion, he would introduce a bill to set up a TV censors board.

All these matters are probably going to be discussed when the FCC gets around to its hearings on the subject of television programs, the hearings which probably will start as innocently as procedures that led up to the radio Blue Book.

The point for broadcasters to keep in mind is that they must begin now to prepare their defenses.

They must provide organized resistance against the kind of censorship that the arrogant betting commissioner of St. Louis indulged in and the kind proposed by the archbishop and the congressman. To give in to either form would be to forsake a basic right of freedom of the air.

BROWN NAMED COUNSEL For NARTB-TV

THAD H. BROWN Jr., special partner in the law firm of Roberts & McInnis and counsel for Television Broadcasters Assn., will take office March 1 as counsel for the TV branch of the National Assn. of Radio & Television Broadcasters, successor to NAB (see NARTB story page 23).

Mr. Brown

Mr. Brown was appointed TV counsel at NARTB by the TV board of directors as TBA gave up the ghost except as a legal entity. He has resigned from Roberts & McInnis.

Decision to keep TBA alive until April 1 as a legal entity was reached Tuesday at a conference of TBA board members. A board meeting was scheduled but a quorum failed to appear. Present were Jack R. Poppele, WOR-TV New York, TBA president; Frank M. Russell, NBC; Joseph A. McDonald, ABC; Paul Railbourn, Paramount Television Productions; Will Baltin, secretary.

Mr. Baltin, TBA secretary-treasurer and executive secretary for seven years, resigned to join Screen Gems, video subsidiary of Columbia Pictures Corp. He had been with the Allen B. DuMont TV interests prior to joining TBA. At Screen Gems he is to produce and act as general sales manager for a series of TV films called *Disc Jockey TV Toons*.

The NARTB drive for video members, sparked by a TV board directive [BROADCASTING • TELECASTING, Feb 26], got under way in earnest last week. A joint letter explaining the membership situation was sent TV stations by Justin Miller, as NAB president; Mr. Poppele, and Eugene S. Thomas, chairman of the TV board. Basic format of the TV adjunct of the industry association was drawn up at a Jan. 19 meeting of video stations in Chicago [BROADCASTING • TELECASTING, Jan. 22].

Mr. Brown, 34, was born in Columbus, Ohio. He was graduated from Princeton and later from Harvard Law School in 1941. Right after passing the bar examinations he entered the Navy, serving five years. At one time he was skipper of a patrol chaser in the Pacific. He emerged from the war with the rank of lieutenant commander.

Joining Roberts & McInnis as a special partner, he was assigned to handle Television Broadcasters Assn. affairs. The firm is counsel for DuMont as well. He has handled many cases prominent in the postwar growth of TV, including all frequency allocation hearings, minimum hour rules, color TV and the AT&T intercity video tariff investigation.

It is understood the TV counsel will report directly to the NARTB TV director or manager, whatever his title, and to the TV board. This is part of the autonomy policy for TV within the new association.

Mr. Brown is a son of the late Thad H. Brown, for many years an FCC Commissioner. He is married and has two children, Thad III, 8, and Bettina, 7.

The Miller-Poppele-Thomas letter to TV stations noted that the TV operation in NARTB is scheduled to begin April 1. "If these activities are to be effective from the outset," it was explained, "much planning and preparation must be done in the meantime. To make these preparations successful, your TV board needs to have assurance at the earliest possible time that its operation is financially solvent. We trust, therefore, that you will return the enclosed membership form by return mail. Please attach a check for your first month's dues."

Need for Unity

Explaining the need for unity in the industry, the letter continued:

"The Television Broadcasters Assn. was represented at our Chicago meeting (Jan. 19) by a committee which Paul Raibourn, of Paramount (KTLA), headed. This group approved the NAB-TV proposal. Consequently, we now have an opportunity to develop a single, forceful trade association that can do the effective job which the television broadcasting industry needs."

The letter recalled that three-fourths of the TV stations were represented at the Jan 19 session. The TV board set up at that time adopted a dues formula based on the highest published one-time five-minute rate, or half the quarter-hour rate if the card has no five-minute rate. A dues committee headed by George B. Storer, Fort Industry Co., is to report on the dues structure by April 1, 1952.

Among projects the TV directors feel should be supported, within budget limitations, are these:

Application of excess profits tax to recognize growth aspects of TV.

Telecasting of sports.

Opposition to 25% tax on TV sets.

Winning of satisfactory per-program ASCAP license.

AT&T rate case.

Continuing study of TV stations costs.

Hearing on allocations.

Hearing on Section 3.661 (TV operating hours).

Work with film sources to improve quality.

Increase availability of films and provide price data.

Standardize rate and contract forms.

Sales aids.

Collect and distribute set circulation figures.

Improvement of TV set servicing.

NO TV CENSOR

SCOTUS Upholds Lower Courts

THE U. S. Supreme Court last Monday upheld a decision by two Federal Courts that the state cannot censor motion picture films shown on television.

The court in Washington refused to review the case on an appeal brought by the Pennsylvania State Board of Censors.

In January 1949 the board had ordered that films must be censored. The order was attacked by several Pennsylvania broadcasters. U. S. District Judge William H. Kirkpatrick ruled the Commonwealth has no right to censor TV movies.

The board then appealed to the U. S. 3rd Circuit Court of Appeals which upheld Judge Kirkpatrick's decision. The board then went to the Supreme Court.

The lower courts upheld that Congress already has authority over the television field through the FCC.

Among stations which instituted the action were WCAU, WPTZ (TV) and WFIL in Philadelphia, WGAL Lancaster and WDTV (TV) Pittsburgh.

RIGHT OF PRIVACY

KSD-TV Telecast Raises Legal Question

DRAMATIC balk before TV cameras at a Senate Crime Investigating Committee hearing in St. Louis Feb. 24 set off machinery for possible Senate contempt action against James J. Carroll, St. Louis "betting commissioner."

It also brought up the question of whether requiring a witness to testify in front of video cameras constitutes an invasion of privacy.

Recalcitrant Mr. Carroll had informed the committee that he would testify at 1 p.m., the time the two-hour telecast of the hearings by KSD-TV St. Louis had been scheduled to end. But when he appeared and saw the cameras trained on him, Mr. Carroll refused to answer committee questions.

Mr. Carroll said he wouldn't answer any question as long as television was "on." He asserted television invaded his constitutional right of privacy and subjected him to ridicule and embarrassment. The verbal exchange with Sen. Estes Kefauver (D-Tenn.), committee chairman, which resulted in an announcement by the Senator that he would recommend that the Senate cite Mr. Carroll for contempt, was followed on TV screens by a station-estimated one million viewers in the St. Louis area.

Last spring, Mr. Carroll had appeared before a Senate Commerce subcommittee, chairmanned by Sen. Ernest W. McFarland (D-Ariz.), which held hearings on a Justice Dept. bill to ban interstate transmission of gambling information [BROADCASTING • TELECASTING, May 1, 1950].

KSD-TV had extended its coverage of the hearing until its conclusion following an expression of great public interest in the proceedings, according to Program Director Harold Grams. The *Post-Dispatch* station said it cancelled 10 commercial programs to carry the hearings Feb. 23-24.

Views on whether Mr. Carroll had a possible court case were varied, mainly because there apparently has been no legal test of television as a means of reporting a public hearing. Witnesses in advance of appearances before TV or newsreel cameras covering a hearing have been known to have expressed their uneasiness and thereby been excused by the committee chairman. There are no rigid rules of conduct for Congressional hearings.

Turning his back on KSD-TV cameras and Sen. Kefauver is Mr. Carroll (wearing dark glasses). With Mr. Carroll is his attorney, Morris Shenker.

* * *

Sen. Kefauver told Mr. Carroll that other witnesses had testified freely before cameras and that he would not make an exception in his case. The Senator later added that the hearing was public and that television was a medium of public information like the radio or the press.

Some lawyers contend that telecasting of hearings would not invade privacy if the public is admitted to the hearing. Television merely extends the process of making hearings public, they say.

In Los Angeles, where the committee was scheduled to open hearings, Downey Rice, associate counsel to the committee, said the investigating group definitely favors telecasting as a means of more fully informing the public about its work.

Meanwhile, Richard A. R. Moore, ABC's West Coast television director and manager of its KECA-TV, said his station would be on hand with cameras.

TAX HIKES

Kennedy Outlines Threat To TV

TAX scales will hit hard against the telecaster if Congress adopts a higher overall ceiling on corporate taxes, from the current 62% to a proposed 70%, John A. Kennedy, WSAZ-AM-TV Huntington, W. Va., told the House Ways & Means Committee last Wednesday.

Mr. Kennedy

Mr. Kennedy, who heads TBA's tax committee, spoke during a one-day hearing held by the committee on the excess profits tax law and the normal corporate tax.

"Until such time as you gentlemen can work out some effective means of relief for television broadcasters under the recently enacted Excess Profits Tax law, your proposed 70% ceiling means practically all broadcasting companies operating television stations will pay 70% of their net taxable income to the federal government," Mr. Kennedy said.

No Privilege Asked

Reason why the telecaster would have to pay the full 70% "is because we have no practical average earnings basis or other credits to keep us below that figure," he explained.

Points made by Mr. Kennedy included:

● Telecasters seek no special privilege, for if all corporate taxes are raised "to 50, 55 or 60% you will find no complaint from us."

● But the TV industry would be forced to pay more in tax obligations than the average and larger corporation in the older and well-established industries because television firms do not have large earnings credits to protect stockholders from "the near elimination of income after taxes."

● Much capital invested in TV operations is borrowed money and radio earnings in many instances, were cut during the period of television operation.

"Under the Excess Profits Tax law you have taken our earnings by a tax on what obviously are not war profits. You've given us a rate of 62%, that is to say the ceiling rate. Now you are asked to boost that to 70%. Where are we going to get the money to pay our bank loans and other debts? Where are we going to get money to renew our equipment?" Mr. Kennedy asked.

Cited as additional problems were (1) the uncertaintity of color television—"color will perhaps produce additional losses for us until there are enough receivers in the hands of the public to make color programs profitable to the advertisers," and (2) cutbacks in monochrome receivers will "drastically delay" the development of receiver circulation needed for profitable operation.

In developing his argument, Mr. Kennedy asserted that the excess profits law contains no formula to "give adequate recognition to the problem of the broadcasters, both those who have radio and television stations and those who only operate television stations."

Danger Cited

As he did last November when testifying before the committee on excess profits, Mr. Kennedy cited the danger of larger corporations—"some outsider" of the community—who would seek television licenses when the freeze on applications is lifted. Thus, he explained, the little man would be forced out of the picture because of investment problems. The larger corporation, he said, in the tax position "that can afford to sit out and await more favorable income time," would be on the inside track.

The question as put to the committee by Mr. Kennedy was: "Are you going to throttle this all-important new art by lifting the ceiling from 62 to 70% and force those of us who have had to borrow money and buy equipment on credit to go out hat-in-hand and borrow more money to help pay our debts?"

Some committee members expressed praise for Mr. Kennedy's presentation and said privately that if a comprehensive revamp of the excess profits law is undertaken, the television industry probably would be carefully weighed.

Hearings on proposed higher excise taxes, including a 15% boost on radio and television sets at the manufacturing level, have been scheduled by the committee for March 7-15. Radio-Television Mfrs. Assn., NAB and other broadcasters are scheduled [BROADCASTING • TELECASTING, Feb. 26].

NBC Names Rodgers

ROBERT R. RODGERS, of the NBC press department, was named last Thursday to the television sales staff of NBC National Spot Sales, succeeding Robert Button, who has joined the television network sales department.

THERE may be an argument here for advocates of educational television. Among the most loyal viewers of WFMY-TV Greensboro, N. C., is Elvira, pet of a Pine Hall, N. C., family. Elvira, whose habits exclude her from the living room, watches television through the window. Never misses *Howdy Doody*, WFMY-TV says.

VIDEO CENSORSHIP

Urged in Congress

CONGRESS last Wednesday was urged to set up a government board to pass judgment on television programs.

The censorship request came from Rep. Thomas J. Lane (D-Mass.), who stepped up to the firing line on the House floor to throw a heavy verbal barrage against the television industry.

His target was television programming, which the Congressman blasted as "running wild . . . abusing the hospitality of American homes with lewd images . . . [to] excite those who are underage and distress every decent adult.

"In the feverish rush to capture and monopolize attention, video has thrown all standards to the winds."

Rep. Lane flatly called upon Congress to "pass legislation that will set up a censorship board within the FCC to scrutinize every telecast in advance, and to cut out all words and actions that arouse the passions, or that hold up any individual, race, creed, group, or belief to mockery and derision."

The heavy attack by Mr. Lane was mounted in a 10-minute speech in which he further characterized television as "reckless" and as twisting "by the sights and sounds" the sensibilities of "impressionable" youth "every night in the week."

The Congressman's speech began: "Mr. Speaker, we have got TB under control. Unless we do the same to TV, it will break down the moral resistance of our children and kill their characters."

Rep. Lane claimed that teachers and clergymen "have been fighting a losing battle against the excesses of this one-way form of communication. At last, worried parents are joining with them to demand a clean-up of the 'juvenile delinquent called television' before it ruins itself and debases everybody with whom it has contact."

The Congressman's fire coincided with a censure in Boston by Archbishop Richard J. Cushing on "suggestive" television shows, saying the industry was "destined for censorship." The Archbishop in a newspaper article said "it seems too bad that a medium that can accomplish so much has to commit suicide because many of its entertainers are fools enough to throw away their popularity, their fantastic entertaining jobs and their even more fantastic salaries." Many others, he said, "feel the same way . . . about the continual trend television is taking toward 'waste-basket entertainment.'"

Refers to Clergy

Rep. Lane referred to the Archbishop's article and also to a criticism by Bishop John J. Wright of Worcester, Mass., of a program that "features the telecast of actual wedding ceremonies as a farce which reduces the sanctity of marriage to a ridiculous state. He [Bishop Wright] also deplored the poor taste of a sexy-voiced and hip-twisting torch singer who belongs in a barn, but not on the stage of so many, many living rooms in America."

Archbishop Cushing's article appeared in the Boston (Mass.) *Sunday Advertiser* Feb. 25.

The Congressman reminded that "television can become a blessing instead of a curse, if its tremendous influence is exercised for good rather than evil. It can give distinguished service to the vital needs of entertainment, education and religion at will.

"We have waited for TV to show some signs that it is growing up to its responsibilities. Instead, it seems to be plunging down to the primitive state of nudism and the manure pile."

Rep. Lane in discussing ways to keep "embarrassing or shameful surprises" out of the living room, said:

"We can find the answer . . . by controlling and regulating TV programs in the public interest. They must be filtered and really screened before they are permitted to go before the cameras. For once they leap from the receiving set uncensored, the damage has been done that is beyond repair.

"The federal government must step into this mess and clean up the house of television so that its occupants will not track any more dirt into our homes. The broom to do this is a Federal Censorship Board. And spring-cleaning time for TV is the next program on the schedule."

Rep. Lane told BROADCASTING • TELECASTING that he plans to introduce a bill in Congress to set up a censorship board if there is lack of initiative in either the Congress itself, or in the FCC.

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

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Three years, U. S. N. R.
One year, Lily Tulip Cup Corp.
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Look up, Sir—it's

ELLIOTT W. REED!

(Another F&P TELEVISION Specialist)

Yessir, you've really got to *look up* to Elliott Reed — 'way, 'way up! And we don't just mean physically, either, because in addition to his tremendous height, Elliott has done a pretty tremendous job of becoming one of the big men in our rapidly-growing team of TV specialists.

Speaking of teams, we're mighty proud of *all* the Colonels in our organization. With TV business doubling and redoubling — with new men coming in almost every month to help us keep *ahead* of the TV game — our offices still tick like clock-work, which is quite a tribute to the team as a whole. With men like this, we've got what it takes to help you *get the most out of television*, in every market we serve.

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DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
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MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

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FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

SET SALES

Shipments Top 7 Million In 1950—RTMA

SALES of TV receivers by manufacturers to dealers in 36 states and the District of Columbia totaled 7,068,000 units in 1950, more than double 1949 sales, according to Radio-Television Mfrs. Assn. [BROADCASTING • TELECASTING, Feb. 26]. This compares to RTMA's estimate of 7,463,800 TV sets produced by member and non-member factories in 1950, the difference resting in normal distribution delays.

Tabulation of sales to dealers by counties for December and the year follows:

State and County	Sets Dec.	Shipped 1950
ALABAMA		
Jefferson	2,666	23,487
ARIZONA		
Maricopa	1,999	8,823
CALIFORNIA		
Alameda	4,523	47,931
Contra Costa	959	8,455
Los Angeles	12,568	430,394
Orange	907	19,810
Sacramento	468	3,215
San Bernardino	721	14,835
San Diego	3,699	41,339
San Francisco	6,856	55,274
San Joaquin	622	4,176
San Mateo	981	11,670
Santa Clara	2,036	16,755
Solano	609	4,379
CONNECTICUT		
Fairfield	4,305	39,129
Hartford	4,665	31,988
New Haven	9,547	52,925
New London	611	2,411
DELAWARE		
New Castle	2,171	23,479
DISTRICT OF COLUMBIA	3,337	95,756
FLORIDA		
Dade	3,678	23,737
Duval	1,157	10,777
Hillsborough	446	1,783
Pinellas	7	35
GEORGIA		
DeKalb	255	6,385
Fulton	3,943	54,422
ILLINOIS		
Cook	37,422	473,727
Fulton	142	661
Knox	349	1,656
Madison	1,448	10,206
McLean	38	419
Peoria	138	1,740
Rock Island	1,748	8,782
St. Clair	1,145	10,752
Tazewell	46	296
INDIANA		
Delaware	404	2,889
Lake	3,742	30,376
Madison	1,552	7,649
Marion	8,779	57,962
IOWA		
Clinton	752	2,194
Polk	2,394	11,139
Pottawattamie	341	3,435
Scott	1,885	9,459
KANSAS		
Wyandotte	1,297	10,856
KENTUCKY		
Campbell	41	5,667
Jefferson	4,569	38,586
Kenton	893	12,304
LOUISIANA		
Orleans	2,211	33,214
MARYLAND		
Baltimore City	7,761	87,824
Baltimore County	—192	32,908
Montgomery	433	8,954
Prince Georges	210	2,303
MASSACHUSETTS		
Berkshire	1,624	8,109
Bristol	3,151	31,885
Essex	6,390	52,681
Hampden	3,416	8,932
Middlesex	6,747	77,167
Norfolk	2,392	26,019
Plymouth	1,743	11,584
Suffolk	3,676	146,894
Worcester	6,429	33,811
MICHIGAN		
Calhoun	1,137	5,086
Genesee	1,369	9,350
Ingham	1,295	9,158
Jackson	608	3,644
Kalamazoo	2,342	10,657
Kent	3,359	21,862
Macomb	1,283	8,948
Muskegon	3	3,366
Oakland	1,995	25,975
Saginaw	543	2,939
Washtenaw	916	7,046
Wayne	18,430	244,129
MINNESOTA		
Hennepin	7,755	55,043
Ramsey	2,127	30,221
MISSOURI		
Buchanan	340	2,583
Jackson	2,252	36,997
Madison	—52	1,291
St. Louis	12,610	126,912
NEBRASKA		
Douglas	3,450	26,868
Lancaster	518	3,095
NEW JERSEY		
Atlantic	709	9,519
Bergen	2,428	34,673
Camden	1,300	21,000
Essex	5,284	106,166
Hudson	2,230	56,065
Mercer	2,418	21,117
Middlesex	1,235	21,525
Monmouth	1,114	17,625
Morris	499	9,412
Passaic	2,181	32,463
Union	1,899	33,838
NEW MEXICO		
Bernalillo	668	4,896
NEW YORK		
Albany	2,288	21,400
Bronx	2,305	45,644
Broome	1,659	10,493
Chautauqua	1,419	5,983
Erie	14,569	106,934
Kings	10,172	245,553
Monroe	4,050	62,012
Nassau	4,700	53,549
New York	15,796	290,964
Niagara	1,877	15,417
Onondaga	4,886	45,119
Oneida	1,210	20,561
Orange	619	7,620
Queens	9,838	113,975
Rensselaer	1,259	18,836
Richmond	654	11,322
Schenectady	1,910	12,789
Westchester	4,405	41,630
NORTH CAROLINA		
Alamance	442	1,953
Cabarrus	186	1,900
Durham	622	1,195
Forsyth	790	2,850
Gaston	645	3,024
Guilford	1,256	5,362
Mecklenburg	1,551	8,940
Rowan	330	1,525
OHIO		
Butler	908	13,794
Clark	1,622	10,195
Cuyahoga	16,110	171,228
Franklin	5,043	64,282
Hamilton	6,120	99,693
Lucas	5,562	41,392
Montgomery	2,445	57,176
Scioto	462	1,991
Summit	3,990	37,051
OKLAHOMA		
Muskogee	105	708
Oklahoma City	1,798	13,995
Tulsa	1,801	10,986
OREGON		
Marion	—	—
Multnomah	—	2
PENNSYLVANIA		
Allegheny	23,574	141,165
Berks	2,861	23,390
Beaver	3,022	13,074
Blair	1,800	4,364
Cambria	2,165	13,774
Dauphin	1,393	9,990
Delaware	1,991	25,969
Erie	2,870	22,283
Fayette	1,644	9,001
Lackawanna	594	1,974
Lancaster	2,122	17,961
Lebanon	1,290	5,624
Lehigh	2,807	16,584
Montgomery	2,382	26,226
Northampton	2,214	12,025
Philadelphia	14,796	247,834
Washington	2,084	11,107
Westmoreland	4,187	18,823
York	5,377	14,758
RHODE ISLAND		
Providence	6,593	60,426
SOUTH CAROLINA		
York	248	1,258
TENNESSEE		
Davidson	1,361	14,053
Shelby	1,451	33,042
TEXAS		
Bexar	861	22,961
Dallas	2,093	44,177
Galveston	306	1,639
Harris	4,279	38,464
Tarrant	441	22,180
UTAH		
Salt Lake	2,837	20,758
Weber	17	437
VIRGINIA		
Arlington	449	10,103
Henrico	1,035	19,266
Norfolk	1,633	25,522
Pittsylvania	232	523
Warwick	263	4,257
WASHINGTON		
Clarke	632	966
King	6,368	24,309
Pierce	1,471	6,410
WEST VIRGINIA		
Cabell	1,059	9,143
Kanawha	428	3,369
WISCONSIN		
Milwaukee	7,565	83,111
Sub-Total	529,296	6,061,222
AREAS UNLISTED	161,704	1,006,778
GRAND TOTAL	691,000	7,068,000

NBC Gross

(Continued from page 30)

nual average profit of 5.6% after taxes.

The year 1950 showed major increases in sales of video and radio receivers, records and record players, electron tubes and engineering products, the report stated, adding:

"Television sales surpassed the record year of 1949 and, despite plant expansion and vastly increased production, it was impossible fully to meet the public demand for receiving sets."

Because of shortages and government controls on materials at the yearend, "an intensified program was initiated to develop substitutes to conserve these scarce materials and to maintain production under current conditions." Preparing to meet government requirements for "research, development and manufacture of vital electronic equipment for the nation's defense program, a mobilization planning department was established almost immediately after President Truman declared a state of national emergency in December."

Color TV Comment

Major advances in color television, industrial television, radio-electronics and acoustics during the year were reported by RCA Labs. Commenting on color TV, the report said:

Notwithstanding the adoption on Oct. 10 by the FCC of incompatible color television standards, RCA has continued the development of its compatible, all-electronic, high-definition system. RCA believes that the public interest can only be served by the broadcast of compatible color signals —those which can be received, as black-and-white pictures, on the nearly 12 million black-and-white receivers now in the hands of the public without any modification of those receivers.

Ziv Signs Peach

SIGNING of Kenneth Peach to direct photography in the production of several series of TV films by Ziv Television Productions at its Hollywood studios was announced last week. Mr. Peach, who signed a long-term contract, has been associated with Jerry Fairbanks Productions.

Obviously giddy with the success of a performance by Jerry Lester, NBC-TV comedian, are (l to r) Mr. Lester, John T. Murphy, director of television operations for Crosley Broadcasting Corp., and Hal Friedman, producer of Mr. Lester's starring program, Broadway Open House. *Mr. Lester made appearance at TV set exhibition in Cincinnati, sponsored by WLWT (TV).*

* * *

SET EXHIBIT

Draws Large Attendance

AN ESTIMATED 145,000 persons attended exhibitions of TV sets held in Dayton, Cincinnati and Columbus, Ohio, by Crosley Broadcasting Corp. last month.

WLWD (TV) Dayton sponsored the first display Feb. 2 and 3 at which 15 distributors showed their complete lines of TV sets. The Cincinnati exhibition was held Feb. 9-11 under sponsorship of WLWT (TV) Cincinnati, and that in Columbus Feb. 18-20 under the aegis of WLWC (TV) Columbus.

Talent from all the stations performed at the set displays, and at Cincinnati Jerry Lester, NBC comedian, and his troupe made two personal appearances. The promotion cost a total of $90,000, Crosley said.

KTTV Names Mullen

FRANK E. MULLEN, television consultant and board chairman of Jerry Fairbanks Inc., has been retained as management consultant of KTTV (TV) Hollywood, according to Norman Chandler, president, *Los Angeles Times*, which owns and operates the station. Mr. Mullen will assist in formulation of future plans for KTTV, it was said. He has been acting as consultant to WPIX (TV) *New York News* station since 1949. Mr. Mullen was formerly NBC executive vice president and was at one time in charge of TV operations.

Mr. Mullen

KGO-TV WINS 'EMMY'

Other Awards Presented At Academy Dinner

HIGHEST AWARD of the San Francisco Academy of Television Arts and Sciences—for outstanding station achievement—went to KGO-TV San Francisco at the Academy's second annual awards banquet Feb. 24.

Gayle Grubb, general manager of KGO-TV, accepted the foot-high silver-winged "Emmy" on behalf of his station. The vote for the ABC station to win the award was reported "overwhelming" by members of the Academy's Awards Committee.

Outstanding Personalities

Ben Alexander, of KPIX (TV) San Francisco, and Evangeline Baker, of KGO-TV, were voted the outstanding local male and female personalities of 1950. *Ford Time*, starring Bandleader Alvino Rey, on KRON-TV San Francisco, was voted the best "live" show.

Almost a thousand persons crowded the Fairmont Hotel's Gold Room (at $6.50 per plate) to watch the awards ceremony. All three television stations telecast the ceremonies.

Guests of honor at the speakers' table included Mayor Elmer Robinson of San Francisco and Mayor Clifford Rishell of Oakland; Syd Cassyd, past president of the Los Angeles ATAS, and Kenneth G. Clark, FCC, in San Francisco.

Philip G. Lasky, general manager of KPIX and president of the San Francisco ATAS, presided. Lee Giroux, announced; Paul Speegle was master of ceremonies.

Incoming ATAS president Harold See, director of television for KRON-TV, presented Mr. Lasky with an engraved gavel on behalf of the academy in recognition of his services during the past year.

Awards, consisting of bronze-plated plaques, and honorable mention scrolls were presented in the following categories:

Best Live Show—*Ford Time*, with Alvino Rey, on KRON-TV. Honorable Mention: *Science in Action*, KGO-TV.

Best Local Children's Program—Ruby Hunter's *Once Upon A Time*, KPIX. Honorable Mention: Pete Abenheim's *Cap'n Pete*, KRON-TV.

Outstanding Local Male Personality—Ben Alexander, KPIX and KRON-TV. Honorable Mention: Al Constant, KRON-TV.

Outstanding Female Personality—Evangeline Baker, KGO-TV. Honorable Mention: Edith Green, KRON-TV.

Best Live Local Commercial—Acme Beer (Everybody's Doing It), KPIX. Honorable Mention: Hoffman Radio Corp. (Hoffman Hayride), KGO-TV.

Best Film Commercial—Rainier Beer's "The Pirate," filmed by W. A. Palmer. Honorable Mention: Calso Water's dancing puppets, filmed by Willat & Diner.

Mayor Robinson (r) presents the "Emmy" award to Mr. Grubb.

* * *

Best Live Sports Coverage—KGO-TV football. Honorable Mention: KPIX football.

Best Local Adult Daytime Program—Marjorie Trumbull's *Exclusively Yours*, KRON-TV. Honorable Mention: Evangeline Baker and Fred Jorgensen's *Mailbag of Tricks*, KGO-TV.

Educational Award

Best Live Educational or Cultural Program—*Science in Action*, KGO-TV. Honorable Mention: *Let's Look at Books*, KRON-TV.

Best Public Service Program—KRON-TV's March of Dimes show. Honorable Mention: Christmas Eve Midnight Mass, KGO-TV.

Best Special Event—Christmas Eve Midnight Mass, KGO-TV. Honorable Mention: *Saints and Sinners All-Star Revue*, KPIX.

Best News Program—*William Winter and The News*, KPIX. Honorable Mention: Al Constant's *Chronicle News* and *Telenews*. KRON-TV.

Best Film Program—Sandy Spillman's *Teletrips*, KPIX. Honorable Mention: Ben Alexander's *Party Time At Club Roma*, KRON-TV. (Both filmed by Willat & Diner.)

Outstanding Station Achievement—KGO-TV. (No honorable mention in this category.)

In addition to these regular awards four honorary citations were awarded to:

Hoffman Radio Corp.; for its "aggressive vision" in securing and making available to the television audience college football during the 1950 season.

George Sleeper; for his contributions to the technical advancement of the industry and his part in developing the "Sleeper System" of color television, presented by Color Television Inc. of San Francisco, and one of the three systems considered by the FCC for approval.

The engineering staffs of KPIX, KRON-TV and KGO-TV; a three-part award for "great though generally unsung" contribution of "the men behind the cameras and at the controls."

Easter Parade Telecast

SANSON HOSIERY MILLS Inc., New York, will sponsor a telecast of the Fifth Ave. "Easter Parade," featuring Faye Emerson and Skitch Henderson, over NBC-TV, March 25, 12-1 p.m., for the second successive year. The agency is Dorland Inc., New York.

Thanks

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MOREY AMSTERDAM
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Plus THE 150 LOCAL STARS THAT PERFORMED

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PUBLIC SERVICE SHOW

FEB. 7—PITTSBURGH, PA.

WDTV

DUMONT TELEVISION NETWORK

$68,000

LATEST CASH TOTAL

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 480,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

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telestatus

Daytime Ads Come Into Own in '50

(Report 153)

DAYTIME advertising by television came into its own in 1950. Almost a novelty in most markets, in 1949, when the general belief was that women were too busy with household chores to spend much time watching television programs during the daytime hours, daytime TV advertising rose with skyrocket speed during 1950, far outstripping the overall rise in the use of TV by advertisers, although that increase was in itself spectacular.

Analyzing the records of TV station business in the *Rorabaugh Reports on Television Advertising* for January and December 1950, BROADCASTING • TELECASTING found that while the number of spot advertisers using the medium at any time rose from 399 in the measured week in January to 880 during the sample week in December, daytime users of spot TV increased from 128 during the January week to 589 during the week in December.

Daytime spot TV advertisers in January 1950 accounted for 32.1% of all spot advertisers on TV. In December, daytime advertisers comprised 66.9% of the total number of TV spot accounts. While all TV spot advertisers increased numerically by 120.6% from the first month of 1950 to the last month of the year, daytime spot clients increased 360.6% from January to December.

Network TV's daytime growth during 1950 kept pace with that of spot. Ten of the 72 TV network clients in January, or 13.9%, used daytime periods or participations. By December the total number of TV network advertisers had risen to 165, of which 39 or 23.6%, sponsored or participated in the sponsorship of daytime network programs. While the total number of advertisers on the video networks increased by 129.2% from January to December the number of users of network daytime went up 290%.

Analyzed by time consumed for daytime TV commercials, spot advertisers in the sample week of January 1950 used three hours and 42 minutes of TV time for announcements, three hours and 53 minutes for participations and 42 hours for programs, for a total of 49 hours and 32 minutes. The December sample week showed, for spot daytime TV, 36 hours and 47 minutes of announcement time, a gain of 894.1% and 27 hours and two minutes of participation time, a gain of 596.1%. The December *Rorabaugh Report* does not show the actual time used for each program as it did in January so no direct comparison is possible here.

However, the average time consumed by daytime spot TV programs in January was 45 minutes. If the same average was applied to December, the total weekly program time for spot daytime programs would be 231 hours, a gain of 450% over January. Even if the December program is assigned the more conservative length of 15 minutes—and that certainly is as modest an estimate as anyone could ask—the daytime spot program time for the week would aggregate 77 hours, a gain of 83.3% over the January count.

Network daytime TV sponsored hours rose 597.6% from January (four hours and 14 minutes in the sample week) to December (29 hours and 32 minutes). Daytime devoted to network commercial programs increased from four hours to 29 hours and 15 minutes, a gain of 631.3%. Sponsored participations in daytime network shows, estimated at one minute each, took up 14 minutes a week in January and 17 minutes a week in December, a gain of 21.4%.

Breakdown of network commercial daytime periods by the four major TV networks shows:

	Jan. '50		Dec. '50	
	Number of Advertisers	Hours	Number of Advertisers	Hours
ABC	...	...	12	10½
CBS	...	...	8	5½
	(5	14P)	(12	17P
DuM	1	2½	1	2½
NBC	4	1½	16	12
Total	5	4	27	29½
	(5	14P)	(12	17P
	10	4' 14"	39	29' 32"

(Continued on page 62)

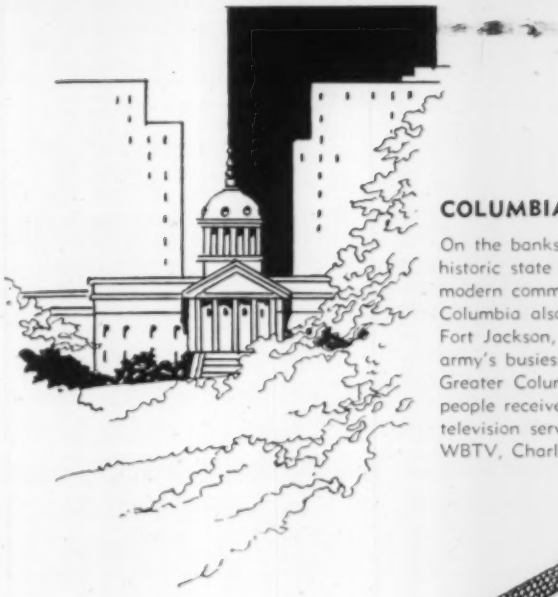
Weekly Television Summary—MARCH 5, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	42,006
Atlanta	WAGA-TV, WSB-TV	91,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	273,353
Binghamton	WNBF-TV	32,700
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	13,800
Boston	WBZ-TV, WNAC-TV	674,373
Buffalo	WBEN-TV	181,957
Charlotte	WBTV	61,312
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	815,471
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000
Cleveland	WEWS, WNBK, WXEL	422,503
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	105,319
Davenport	WOC-TV	44,668
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	170,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	419,449
Erie	WICU	46,280
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	105,319
Grand Rapids		
Kalamazoo	WLAV-TV	110,543
Greensboro	WFMY-TV	49,812
Houston	KPRC-TV	65,238
Huntington-Charleston	WSAV-TV	35,250
Indianapolis	WFBM-TV	132,000
Jacksonville	WMBR-TV	27,000
Johnstown	WJAC-TV	68,125
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	100,600
Lancaster	WGAL-TV	80,553
Lansing	WJIM-TV	46,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	
Memphis	WMCT	
Miami	WTVJ	
Milwaukee	WTMJ-TV	
Minn.-St. Paul	KSTP-TV, WTCN-TV	
Nashville	WSM-TV	
New Haven	WNHC-TV	
New Orleans	WDSU-TV	
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,132,000
Newark	WATV	
Norfolk	WTAR-TV	
Oklahoma City	WKY-TV	
Omaha	KMTV, WOW-TV	
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	
Phoenix	KPHO-TV	
Pittsburgh	WDTV	
Providence	WJAR-TV	
Richmond	WTVR	
Rochester	WHAM-TV	
Rock Island	WHBF-TV	
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	
San Antonio	KEYL, WOAI-TV	
San Diego	KFMB-TV	
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady Albany-Troy	WRGB	
Seattle	KING-TV	
St. Louis	KSD-TV	
Syracuse	WHEN, WSYR-TV	
Toledo	WSPD-TV	
Tulsa	KOTV	
Utica-Rome	WKTV	
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	
Wilmington	WDEL-TV	

Total Markets on Air 63 — Stations on Air 107 — Estimated Sets in Use 11,055,000

Editor's Note: Tota's for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

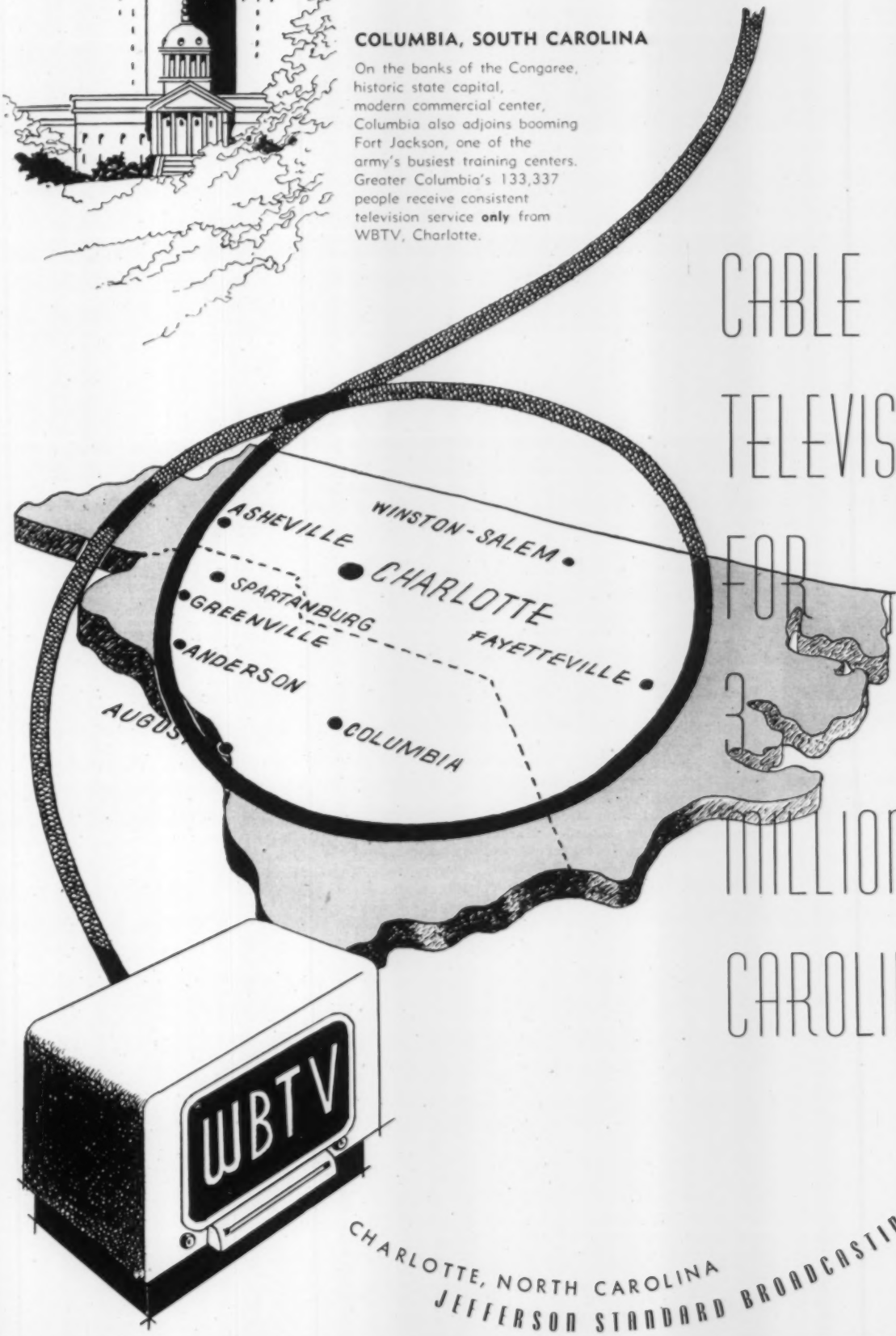
REPRESENTED NATIONALLY BY RADIO SALES



COLUMBIA, SOUTH CAROLINA

On the banks of the Congaree, historic state capital, modern commercial center, Columbia also adjoins booming Fort Jackson, one of the army's busiest training centers. Greater Columbia's 133,337 people receive consistent television service **only** from WBTV, Charlotte.

CABLE TELEVISION FOR 3 MILLION CAROLINIANS



REPRESENTED NATIONALLY BY RADIO SALES

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Telestatus

(Continued from page 60)

New Rates Set By Three Stations

TIME RATE CHANGES were announced last week by KTSL (TV) Hollywood, WCAU-TV Philadelphia and WHAS-TV Louisville.

KTSL, recently acquired CBS outlet, increases its time charges 50% over present rates. New rates for Class A time (6-11 p.m., Sat., Sun.; 6:30-11 p.m., Mon.-Fri.) are $900 an hour; $540, half-hour; $360, quarter-hour. Class B time (5-6:30 p.m. and 11-12 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.) is 75% of the Class A rate in the three time categories; Class C (all other time) is 40% of the Class A rate.

Rates for announcements live or film, are: Class A, one-minute-and-20-second spots, $190; Class B, one minute, $120; Class C, one minute, $65. Class B rates for 20-second spots, $95; Class C, $50. For eight-second spots rates are: Class A, $105; B, $66; C $36.

WCAU-TV's rate card No. 6, effective last Thursday, lists the following charges:

Class A time (7:30-11 p.m., Mon.-Sun.) is $1,200 for one hour; Class B time (5-7:30 p.m., Mon.-Fri., and 1-6 p.m., Sat. and Sun.) is $900 for one hour; Class C time (all other time) is $600 for one hour.

Announcements of one minute or less, slide or film, including 20-second station breaks, now are, Class A, $220; Class B, $150; Class C, $100; 10-second announcements now are, Class A, $110; Class B, $75, and Class C, $50.

By reclassifying Saturday and Sunday 1-6 p.m., and Monday-Friday, 7-7:30 p.m., as Class B time, WCAU-TV reportedly made it possible for advertisers to purchase mass audience times at rates which represent no increase over Rate Card No. 5. On the other hand, the period 10:30-11 p.m. has been reclassified as Class A time.

WHAS-TV announced Rate Card No. 10, effective March 15, which moves the 7-8 a.m. period from Class C to Class B time. No change was made in the announcement rate or in the remainder of the WHAS rate structure.

Helpful techniques and ideas for TV programs

This new book shows you how to use movies most effectively

MOVIES FOR TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

SEE IT ON APPROVAL

The Macmillan Co., 60 5th Ave., New York 11

Please send me a copy of Movies for TV. I will either remit the full price of $4.25 or return the book in 10 days.

Signed .....

Address .....

RCA RESEARCH

Over $50 Million Invested In TV—Anderson

RCA has more than $50 million invested in television research and development, E. C. Anderson, vice president in charge of the commercial department of RCA Labs, disclosed Thursday night in an address in San Francisco.

Speaking before the Patent Law Assn. of San Francisco, Mr. Anderson said "most of this outlay was made before a single dollar returned to anybody, including RCA."

He cited RCA's demonstration and offer of its TV set manufacturing blue prints to competitive manufacturers following World War II as an illustration of RCA's contribution to the TV industry.

As a result, he said, "we got competition, all right, and several of the companies have told us since that they never would have gone into television if they had not been so thoroughly sold at that first post-war meeting." One industry result of "this goodwill gesture," he pointed out, was an increase in TV sets in use from 16,476 on Jan. 1, 1947, to more than 10 million as of the first of this year.

Mr. Anderson said RCA "of course" also benefited, through the sale of TV sets and the supplying of growing numbers of tubes and parts to competitors. And, he continued:

In addition, we have the satisfaction of knowing that the results of our 20 years of research in television have been made available to American industry and to the American public at an exceedingly modest price.

Reviewing RCA's patent policies, he noted that RCA was formed, at Navy suggestion, at a time (1919) when "the uncertainty over rights had created almost a complete stalemate in radio progress."

"The founders of RCA created with it the first comprehensive availability of patents," Mr. Anderson continued. "During the next seven years, most of the uncertainty and confusion over patent rights were eliminated, and in 1927 a patent licensing policy was inaugurated whereby the principal inventions of radio became readily available to other manufacturers."

He said RCA's policy makes it possible and practicable for any manufacturer to obtain economically and quickly most of the patent rights necessary to produce virtually all kinds of radio and electronic equipment—and to do so at a nominal royalty rate.

Licenses issued by RCA, he emphasized, "do not restrict or limit competition," but instead, "stimulate competition," make monopoly or restraint impossible for RCA or others, and "make it impossible for RCA or any of its licensees 'to put on the shelf' any radio invention and thus keep it from the public."

KE&M SALES

Set Over $60,000 on TV

MORE than $60,000 in contracts for TV time sales have been announced in the past fortnight by Kal, Ehrlich & Merrick Inc., Washington advertising agency. Heading the list is a regional campaign for International Shoe Corp. (Red Goose Shoes), with regular TV shows being purchased on WTOP-TV Washington, WMAR-TV Baltimore and WCAU-TV Philadelphia. Present plans call for a half-hour program in each city for 26 weeks. Cost will total approximately $39,000.

Two contracts with WMAL-TV Washington were announced. A Saturday half-hour sports roundup, featuring Sportcaster Jim Gibbons, was to begin last Saturday March 3 for Miller High Life Beer. Cost is estimated at $6,500. The Bank of Commerce and Savings, Washington is to sponsor the *March of Time Down Through the Years*, half-hour film series, for 26 weeks. Cost will be approximately $17,420.

A series of one-minute radio spots for Charles Town Racing Assn. was also announced by the agency. Spots are to be placed on several stations in the Virginia-Maryland-West Virginia area. They will promote the racing season at Charles Town, West Virginia.

DuMont Dividends

DIVIDENDS of 25 cents per share of Allen B. DuMont Labs, Class A and B common stock, payable March 26 to stockholders of record March 12, was announced Feb. 23. Regular quarterly dividend of 25 cents per share on outstanding preferred stock, payable April 1 to stockholders of record March 15, also was declared.

TVA-KTLA PACT

Revises Sports Wage Scales

WESTERN section of TVA and KTLA (TV) Los Angeles contract was expected to have been signed late last week with the union continuing negotiations with four other local TV stations—KNBH KTSL KECA-TV KLAC-TV [BROADCASTING • TELECASTING, Feb. 19, 12]. To be included in the KTLA contract was revision of the original wage scales covering sportscasters and color men.

Agreement calls for classification of sporting events into three groups —AA, covering professional and major intercollegiate football; A, major and minor league baseball, pro and intercollegiate basketball, pro boxing and wrestling, pro and intercollegiate ice hockey, championship golf, minor intercollegiate football; B, all other sports.

Payment in the first category is $150 for sportscaster; $90 for color man. Second category, $100 and $60, respectively, for over 30 minutes; $75 and $45 for under. In third, $75 and $45 over 30 minutes; $55 and $35, under 30 minutes.

Union has also set up payment on a multiple scale for seasonal baseball engagements, provided sportscasters are guaranteed jobs for the whole season.

RCA, Emerson Reply

(Continued from page 54)

had any warrant either in the record before it and the findings and conclusions made thereon or in the Communications Act, for its extraordinary action in conferring a color television monopoly on CBS by barring the concurrent adoption of the compatible RCA standards;

(3) Whether the FCC acted arbitrarily and without due regard for the public interest in not concluding that the art of color television was not sufficiently advanced to justify the final adoption of any of the proposed color television transmission standards;

(4) Whether the FCC order is void in that it was expressly premised on the non-compliance by television set manufacturers and television broadcasters with two conditions which the FCC was wholly without authority to impose.

'Administrative Frustration'

In connection with the last question, Emerson declared the FCC order adopting CBS color was the product "not of administrative decision but of administrative frustration." Emerson pointed out that the FCC's First Report concluded that preferred course of action would be to postpone final adoption of CBS color pending acquisition of further information on technical advances being made; also, that the FCC conditioned postponement of a final order adopting CBS color on the broadcasters' acceptance of "bracket standards" as well as on the commitments of the set manufacturers to build receivers capable of operating within "bracket standards."

Emerson held that imposing such a condition on broadcasters, without benefit of hearing, was a violation of the Administrative Procedure Act. It was also contended that "attempting to assert authority over television set manufacturers" was exceeding "substantive powers" of the FCC insofar as regulation is concerned.

WBAP-TV's COVERAGE

COUNTS

FIFTY airline miles from WBAP-TV's transmitter and antenna, more viewers in McKinney, Texas, like the Rutland family pictured to the right, tune more to Channel 5.

McKinney is one of over 75 cities in the fabulously rich Fort Worth-Dallas area that consistently depends on pioneer station WBAP-TV for television entertainment.

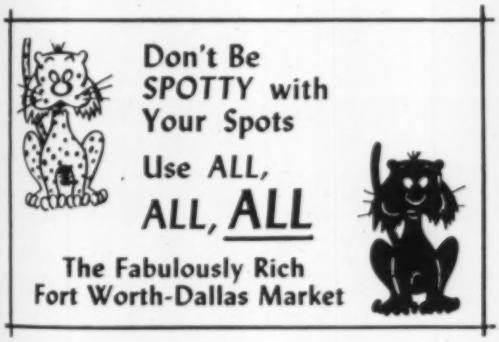
There are two good sound reasons for this loyalty—WBAP-TV has the best signal (highest antenna, 1138 feet above sea level) and the best programs .... Hard selling local shows plus top NBC and ABC programming.

Mr. and Mrs. Dean E. Rutland and son Tommie Dean, 505 West Lamar, McKinney, Texas, and guest Joe Charles McKinney, are another of the thousands of television families in the fabulously rich Fort Worth-Dallas area who say: "We're Channel 5 regulars."

Now, more than ever, a schedule on WBAP-TV makes sound, advertising-dollar sense . . . the TOP station in a market nearing 110,000 home set installations with an annual retail spending of ONE AND A THIRD BILLION DOLLARS.

WBAP-TV's coverage counts. See any F &P man for further audience and coverage data. Hoopers on request.

Now available .... 1951 coverage map. Write Roy Bacus, Commercial Manager, WBAP-TV, Fort Worth, Texas.



FREE & PETERS, INC.
Exclusive National Representatives

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS

TELEPHONE LO-1981

Research Muddle

(Continued from page 23)

farther by recommending that the test and methods for carrying it out should cover both radio and television. Furthermore, it felt that the test should not be confined to San Francisco but should cover a half-dozen communities.

After explaining that its actions and findings represent the opinions of a group of research men and not the companies they represent, the committee hopes "the radio and television industry will find the funds to underwrite the entire study, toward the end of removing some of the confusion now rampant in the field of audience measurements."

Finally, the committee declared itself dissolved, with members ready to aid in carrying out the recommended projects.

"It is the responsibility of the medium itself to assume the leadership in resolving the existing confusion in the area of radio and television audience measurements," the committee stated. It recommended that NAB, representing both radio and television broadcasters, "undertake to set up the machinery for implementing the plan in the report."

To do the job, the committee said, a fulltime project manager will be needed, aided by a volunteer committee of five industry research leaders consulting on procedure, analysis and interpretation. This advisory group would include broadcasting, advertiser and agency representatives.

Television can be included in the study for a small increase in cost, removing confusion in the visual field, according to the committee.

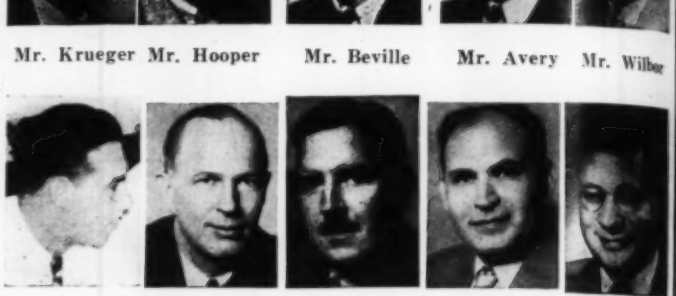
A half-dozen cities should be covered, it was felt, because a comparison based on San Francisco alone, as originally proposed by Mr. Breyer, would be influenced by the city's 86% telephone home ratio compared to a 74% median in the 41 largest cities. Besides, informative comparisons should be collected under conditions other than those existing in San Francisco.

The committee explains it has had no official status at any time, merely representing a group of research men willing to help find a solution to a research problem that has irritated the entire industry.

The group has no desire or intent to promote or attack any service or method, it explains. It feels the buyers and sellers of time "should be the ones to set up the definitions and the specifications of the conditions under which these data are to be collected; that this important and basic step in the collection of measurements should not be left to the measurement organizations themselves."

Ratings services were praised for their "unqualified offers of cooperation." The Hooper and Pulse firms provided special San Francisco tabulations at their own expense.

Mr. Krueger Mr. Hooper Mr. Beville Mr. Avery Mr. Wilbur



Mr. Shearer Mr. Manchee Dr. Chappell Mr. Roslow Dr. Deckinger

* * *

A section of the report covering methods and data sources lists the basic methods of measurements, with names of some of the firms using each technique.

The chapter covering differences between measurements reported by ratings services is described as a "primer on timebuying" and wraps up in one package, perhaps for the first time, a detailed analysis of methods and reasons for the differing results.

"Chance differences," for example, center in the fact that two different samples, obtained in the same way and intended to give the same totality, can yield different results even when exactly the same method is applied to both.

Differences in methods used involve such factors as psychological processes affecting the group contacted; audience size characteristics, with average vs. total audience and individual vs. household listening as the two pairs of concepts; behavior measurements; method of tabulation; reporting periods; differences within methods, for any basic technique.

Varying Results

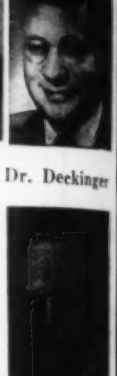
Furthermore, differences in samples can bring varying results. These variations arise from the area sampled and from representativeness of samples.

Other variations center around differences in hours reported, collateral information supplied, speed of reporting and cost.

The body of the committee's report is divided into three parts—analysis of methods, comparisons of available data and outline of recommended field studies. Having outlined main causes of differences in data, the report seeks to show how information can be obtained which will permit appraisal, understanding and evaluation of these differences.

In analyzing methods, leading audience measurement services would be asked to submit the answers to a series of questions dealing with their coverage, methods, costs and data. "Thorough study of the answers to these questions will be necessary to an informed evaluation of what the services produce," according to the committee.

IT'S TIME to stop and take stock of whole research situation, according to these top-flight representatives of buyers and sellers of time. They are supported by three leading research executives who operate different types of measurement services.



Mr. Baker

* * *

The chapter on analysis of methods goes into much detail as it specifies the type of information to be obtained from each measurement firm. Especially penetrating are questions on techniques of sampling, but the committee feels a thorough analysis requires that the questions be answered. Details of field operations, tabulating, cost and other elements are sought.

"Analysis and synthesis of all material that can be obtained from any source on the above points will in itself help eliminate much of the present industry confusion on the ratings subject," in the opinion of the committee.

In comparing available data the committee suggested retabulations in New York, Philadelphia, Los Angeles, St. Louis, Cincinnati and Washington. In New York, radio retabulations would include Hooper, Nielsen and Pulse; TV would include American Research Bureau, Hooper, Nielsen, Pulse and Videodex.

Philadelphia radio would include Hooper, Pulse, Sindlinger, and TV, ARB, Hooper, Pulse, Videodex.

Los Angeles radio would include Hooper, Nielsen, Pulse, and TV, ARB, Hooper, Pulse, Tele-Que, Videodex.

St. Louis radio would include Hooper and Pulse; and TV, ARB, Hooper, Pulse, Videodex.

Cincinnati radio would include Hooper, Pulse, Nielsen; and TV, ARB, Hooper, Pulse, Videodex.

Washington radio would include ARB, Hooper, Pulse; and TV would

nothing but smiles under our umbrella!

NOW — 107,297 SETS

WLAV-TV

CHANNEL 7 — GRAND RAPIDS

LIVE — INTERCONNECTED

Represented by John Pearson

clude ARB, Hooper, Pulse, Videoer.

Averages would be shown for ne-July-August and October-ember-December 1950 to re-e erratic movements. Care ould be taken to provide an equiv-ent base for comparisons. The mmittee suggested ratings serv-s be reimbursed for their costs.

After all this has been done, the mmittee believes, the retabula-ons might lack completeness be-se of the possible lack of stand-dization of periods and no com-risons would be available on me-to-house coincidentals and me-to-house unaided recalls. ggestions are made for tests to ovide such material.

Looking over its recommenda-ns, the committee estimated the ire project would take about a ar to complete and would cost ound $140,000 of which not less an 50% would be needed for the perimental research projects.

Research Cost

A final note on cost of current dio and TV research points out dvantages of conducting the proj-t. The comment follows:

The Committee wishes to call at-ntion to the extent of current bills, r any one buyer of radio and/or V research. What appears to be a ultiplicity of coverage by ratings serv-es forces him to purchase, gener-lly, far more in services than he eds he should be compelled to buy, order to be adequately serviced ith ratings information.

It is believed that a relatively small vestment, directed toward clearing ay much of the confusion and ward helping the buyer of research understand more fully just what it is he is buying, and what it is that e other services are offering him, ould prove a most profitable invest-ent in the long run.

It could result in considerable sav-gs to the buyer of services in fu-re years through purchases more ecisely tailored to his needs.

Moreover, it is believed the for-ard-thinking sellers of research rvices will favor such an invest-ent, because it will help them more lly to appraise their own work in e light of what the buyers of serv-es most need.

DEFY NCAA BAN

Movement Grows in Texas

MOVEMENT to defy the NCAA an on telecasting college grid mes is gathering strength in Texas, it is reported. Rep. Peppy Blount, former Texas football star, ow representing the district of ig Spring, introduced a resolu-n before the state House in ustin directing state-supported hools to sell TV rights to the ghest bidder.

Meanwhile, Howard Grubbs, ex-ecutive secretary, Southwest Con-ference, has filed a request seeking rmission for the Southwest loop follow its 1950 policy of per-itting telecasts of sell-out games.

UNTZ TV Inc., Chicago, reported et sales of $18,643,507 for nine onths ended Dec. 31, and net profit f $533,953.

FOOTBALL BAN

NCAA Council Hears Telecasters' Plea

THE COUNCIL of the National Collegiate Athletic Assn. was ready Friday morning to consider recommendations made by an eight-man television committee the previous night after the first in a series of special three-day TV meetings. The Chicago conference at the LaSalle Hotel was called for consideration of what "experiments" will be permitted in telecasts of football games this year. The NCAA has declared a one-year ban on live telecasts for all member schools [BROADCASTING • TELECASTING, Jan. 15].

Television network officials and representatives of the manufacturing industry, theatre television, Skiatron and Phonevision were slated to appear individually before council members throughout Friday in an effort to outline their suggestions as to what kind of "experiments" in TV the NCAA should authorize.

Although most of the Thursday discussion centered on non-TV matters, members of the group reviewed the video policy adopted at the 45th annual convention in Dallas Jan. 12. They agreed the ban was "binding on the membership, and discussed possible means of enforcing the regulation should violations take place.

Industry representatives expected to appear Friday were Les Arries of DuMont, Sig Mickelson of CBS, H. M. Beville of NBC, Tom Velotta of ABC, Dan Halpin of the Radio-Television Mfrs. Assn., Robert H. O'Brien of United Paramount Theatres and H. C. Bonfig of Zenith Radio Corp., which developed Phonevision. A Phonevision demonstration was arranged for noon at the Drake Hotel.

Members of the TV committee, who were named a week ago and will serve during the year, are:

Bob Hall, athletic director of Yale; Ralph Furey, athletic director, Columbia U.; Max Farrington, athletic director, George Washington U., whose substitute was Bernie H. Moore, commissioner of the South Eastern Conference; Edward Krause, athletic director, Notre Dame, replaced by Herb E. Jones, business manager, Notre Dame; Reaves E. Peters, executive secretary, Big 7 Conference, whose alternate was A. J. Lewandowski, business manager, U. of Nebraska; Howard Grubbs, executive secretary, Southwest Conference A; E. L. Romney, commissioner, Mountain States Conference, and Willis O. Hunter, athletic director, U. of Southern California.

TVA STRIKE?

Machinery Set in Chicago

STRIKE MACHINERY was being set up Thursday in Chicago by members of Television Authority as union officials attempted to schedule a final meeting with station management for Friday or Saturday. The board was authorized the previous week to call a strike if negotiations were not settled "promptly" and in their "entirety" [BROADCASTING • TELECASTING, Feb. 26].

Negotiations broke down after three and one-half months of meetings netted almost complete TVA-station agreement a fortnight ago. At the last minute, before the contracts were slated to be signed for a March 7 effective date, WGN-TV Chicago withdrew, asking separate negotiations, and the other Chicago TV stations — WNBQ WENR-TV and WBKB—declined to agree on what a union spokesman termed "a few but important points."

These points reportedly concern fees for group singers and dancers, specialty acts, sportscasters and models.

Union membership unanimously passed a resolution "that the final proposals presented by the stations are unacceptable to the membership; that the negotiators be hereby instructed to so notify said stations, and that the board is hereby authorized to call a strike if an agreement satisfactory in its entirety cannot be reached with the stations promptly." The membership agreed "we do not believe the stations have negotiated in good faith."

NIELSEN TV

Reports Growth of Clients

TELEVISION research is being used at a far greater volume today than a few months ago among advertisers and advertising agencies, A. C. Nielsen Co. indicates in announcing 22 new subscribers since Jan. 1 to its National Television Index. Total subscribers since the inauguration of its all-Audimeter TV research late last year is 33.

Nielsen firm points out that the post-Jan. 1 rise in TV subscriptions follows the fact that since November about half of the clients' requests for special analyses concerned television.

New subscribers since Jan. 1 include 14 agencies, six advertisers and two program production firms, a spokesman said.

The agencies were listed as Ted Bates & Co., Benton & Bowles, Biow Co., D'Arcy Adv. Co., William Esty Co., Geyer, Newell & Ganger, Kenyon & Eckhardt, Kudner Agency, Marschalk & Pratt, Maxon Inc., Pedlar & Ryan, Sherman & Marquette, Warwick & Legler, and Young & Rubicam. Sponsors included Crosley Div. of Avco Mfg. Co., Firestone Tire & Rubber Co., Household Finance Corp., Kellogg Co., Lambert Co., and Peter Paul Inc. Program producers were Louis G. Cowan Inc., and Music Corp. of America.

DIVIDEND of 15 cents per share declared by directors of Television-Electronics Fund Inc., subsidiary of Television Shares Management Corp., Chicago. Net asset of mutual fund, which specializes in electronics, totaled $6,125,746 on Jan. 31, highest for any accounting period in its history, board reported.

Five top honors, two second place awards, in addition to an engineering citation went to KPIX at the recent Academy of Television Arts and Sciences Second Annual Awards Dinner.

The Academy Awards Banquet, which was held last week in the Fairmont Hotel, proved to be an eventful climax to the work of the entire San Francisco television industry during the year 1950.

Top awards went to KPIX for "Once Upon A Time", voted the most outstanding children's program; to Ben Alexander, for outstanding personality; Acme Beer commercials on "Everybody's Doing It", for best local commercial; "William Winter and The News", for top television news program; and "Teletrips", for outstanding film program.

KPIX's football telecasts and the "Saints and Sinners All Star Revue" placed second for best sports coverage and public service programs, respectively.

An honorary citation went to the KPIX engineering department for excellence in its overall diversification in engineering operations.

Honorary awards also went to H. Leslie Hoffman of the Hoffman Radio Corp., for his contributions to television in bringing football telecasts to the Bay Area; and to George Sleeper, Jr. for his outstanding work in experimental television during the year.

Philip Lasky, KPIX general manager and President of the ATAS, San Francisco Chapter, presided over the Banquet, which was attended by over 500 members of the television industry and was telecast by all three stations.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 560
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

upcoming

March 6-7: U. S. Chamber of Commerce, National Marketing Conference, Fairmont Hotel, San Francisco.

March 7: BMI Board Meeting, BMI Offices, New York.

March 7-15: Excise Tax Hearings, House Ways & Means Committee. Room 1102 New House Office Bldg., Washington, D. C.

March 9-11: Station Problems Conference, U. of Oklahoma, Norman, Okla.

March 10: West Virginia Broadcasters Assn. Meeting, 9:30 a.m., Frederick Hotel, Huntington, W. Va.

March 12: BMI Program Clinic and Missouri Broadcasters Assn. Meeting, Jefferson City, Mo.

March 12-13: American Management Assn., Marketing Conference, Waldorf-Astoria, New York.

March 13: NARTB-RTMA-FM Industry Committee Joint Meeting, Washington, D. C.

March 14: BMI Program Clinic, Cedar Rapids, Iowa.

March 15-17: Canadian Broadcasting Corp. Board of Governors Meeting, Ottawa, Ont.

March 16: Second Associated Program Service Subscribers Conference, Orange Court, Orlando, Fla.

March 16: BMI Program Clinic, Omaha.

March 19: BMI Program Clinic, Colorado Springs.

March 19-20: Colorado Broadcasters Assn., Program Clinic and Roundtable Discussion, Broadmoor Hotel, Colorado Springs, Colo.

March 19-22: IRE National Convention, Waldorf-Astoria, New York. Radio Engineering Show, Grand Central Palace, New York.

March 19-29: Inter-American Broadcasting Assn., Second Convention, Sao Paulo, Brazil.

March 27: Annual Membership Meeting, ASCAP, Waldorf-Astoria, New York.

CD RADIO-TV POSTS

Branch Chiefs To Be Named

APPOINTMENT of branch chiefs to head up radio and television activities within the Audio-Visual Division of the Federal Civil Defense Administration will be announced shortly, it was learned last week.

The appointments are expected to be announced along with initial plans for an instruction program involving radio-TV stations and other media, blueprinted earlier this month by Jesse Butcher, former radio and agency executive who supervises the overall division [BROADCASTING • TELECASTING, Feb. 19].

Funds Requested

Forthcoming appointments, now in the process of screening, and campaign program for the CDA were revealed last week as President Truman sent to Congress a supplemental funds request calling for $403 million for civil defense activities to tide the new agency over for the next 16 months.

Specific communication breakdown was not available as BROADCASTING • TELECASTING went to press, but the Chief Executive earmarked $25 million for procurement, $250 million for protective facilities and $128 million for operations. Of that sum, $119,323,000 would be held for fiscal 1952. Funds will be matched against state funds for communications and other equipment, and also to finance CDA organizational structure. The President noted activities have been paid for out of a $1,200,000 emergency fund.

★

In other CD developments:

● CDA Administrator Millard F. Caldwell urged that "public air-raid tests be held in every city in the country during the next few months," and declared that the U. S. "can hope for one or two minutes at best" of advance warning of an enemy attack and that "there is nothing we can do to stop such an attack."

● Legislation was introduced in the Senate jointly by Sens. Irving M. Ives (R-N. Y.), Herbert H. Lehman (D-N. Y.), H. Alexander Smith (R-N. J.) and Robert C. Hendrickson (R-N. J.) which would grant Congressional authority for an interstate mutual military aid pact between New York and New Jersey.

New York-New Jersey Pact

The New York-New Jersey interstate pact, referred to the Senate Judiciary Committee, would sanction arrangements, calling for military action to protect "communications facilities and other vital installations, plants and facilities." The agreement was signed by state governors last December.

CDA also announced three key appointments: John A. DeChant, as public affairs director; Dr. Roscoe C. Martin, as consultant, and Samuel Sabin, as general counsel.

Federal officials were prepared last week to take the case for adequate civil defense on the road. M... Butcher of CDA is slated to spe... before the Detroit Television Co... cil tomorrow (Tuesday) on radio... role in the emergency. Authoriti... from New York and Detroit al... are scheduled to appear.

In addition, WWJ-AM-FM, th... *Detroit News* outlet, is planni... elaborate two-day sessions with t... theme *Operation Defense*. Duri... select periods—Tuesday, 6-7 p.... and Wednesday, 2:05 to 10 a.m.... programs will originate at em... gency studios outside of Detro... Test is designed as a "dry run"... show how the station would be e... pected to send out orders and i... structions from the civilian defe... office and other agencies.

ADMIRAL CORP.

Has Record Sales Volu...

ALL TIME high net earni... totaling more than $18 million a... a record sales volume of $230 mi... lion were reported for 1950 la... week by Admiral Corp., Chicago.

The annual report showed n... earnings of $18,767,554, and a sa... volume of $230,397,661, with p... share earnings amounting to $9.... on 1,928,000 shares of outstandi... stock. The 1950 volume repr... sented an increase of 106% ov... that of 1949, which was $112,00... 251. Earnings went up 129%, co... trasted with $8,206,153 in 19... Per share earnings rose from $4.2...

Admiral's net worth is now $32... 751,011, compared with $18,024,0... a year ago, an increase of 82%... President and Board Chairma... Ross D. Siragusa, in a message t... stockholders, said that last ye... Admiral manufactured "almost ... million" TV sets, and that applian... sales "substantially exceeded tho... of the past two years combined."

CBS ELECTION

Set for March 7 in N. Y.

FOUR UNIONS will bid for c... tification as bargaining agent f... CBS white-collar employes in Ne... York at an NLRB election the... March 7, under supervision ... NLRB Attorney Arthur Goldbe...

CBS employes will be asked ... select from among Local 153, ... fice Employes International Un... (AFL); The Newspaper Gu... (CIO); Independent Group ... CBS Employes, a recently-orga... ized union, and Radio Guild, Lo... 50, District 65, of the Distributi... Processing and Office Workers ... America.

The latter organization combi... two unions previously expel... from the CIO as pro-Commun... One of the two, United Office a... Professional Workers of Ameri... represented white-collar employ... under a contract with CBS wh... expired Jan. 31. CBS's questi... ing of DPOWA's right to barg... for its employes prompted ... forthcoming election.

ATTENTION SMALL BUDGET TV ADVERTISERS!

1 MINUTE SPOTS With Audio From $150

20 SECOND SPOTS With Audio From $80

8 SECOND SPOTS From $25

SLIDES $5.00

OPENING and CLOSING HEADERS

Filmack Offers You America's Lowest Cost

Made to Order

TV FILM COMMERCIALS

Here's how FILMACK serves you faster!

Our large staff and extensive facilities are geared to do fine quality work at top speed.

Here's how FILMACK saves you money!

We do all of our own typesetting, artwork, photography, special effects, voice recording, music and laboratory work.

Through 32 years of specialized low cost movie-making we've learned to deliver high quality inexpensively and to pass the savings on to you.

Let us quote on your job today!

One minute TV commercial with audio as low as $150.00.

Send us your script or idea

FILMACK

1331 S. Wabash Ave. • Chicago

Telephone HA 7-3395

Film Report

CHARLES MICHELSON Inc., New York, producing five-minute, open-end TV film series, *Capsule Mysteries*, to be used on cooperative basis by **Blackstone Washing Machine Corp.**, its dealers and distributors. The series has also been sold to **Beltone Hearing Aids** for a Chicago test over WBKB(TV) through **Olian Adv. Agency.**

* * *

MUTUAL TELEVISION PRODUCTIONS Inc., has sold exclusive TV rights for two British feature pictures, "Kiss the Bride Goodbye" and "Danny Boy," to KTTV (TV) Hollywood for showing on its *Movie Premiere* series.

* * *

TOBY ANGUISH PRODUCTIONS, Los Angeles, has acquired world TV and theatrical rights to 85 *Popular Science* one-reel color films in deal reportedly amounting to more than $500,000. Purchase included sale of **PARAMOUNT PICTURES'** interest in series. Shorts will be built into quarter-hour TV programs with additional footage to be added in form of narration by **Gayne Whitman.**

ARTHUR GODFREY'S
TALENT SCOUTS
CBS Package Program...

MARCH 1951

PM
5:00 15 30 45 6:00 15 30 45 7:00 15 30 45 8:00 15 30 45 9:00 15 30 45 10:00 15 30 45 11:00

SUNDAY

ABC	Canada Dry Super Circus L (E-M)	Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)	*The Ted Mack Family Hour* L (E-M)		Goodyear Revue Paul Whiteman L (E-M)	Dodge Motors Showtime U S A L (E-M)	*Film*			
CBS DuMont	*The Facts We Face*	*Peoples Platform*	Bigelow-Sanford Co. Bigelow Theatre	Lamont, Corliss & Co. Mr. I. Magination	Wm. Wrigley, Jr. Co. Gene Autry Show	American Tobacco This Is Show Business	Ford Motor Co. Lincoln-Mercury Toast of the Town			
NBC										
NBC DuMont	Quaker Oats The Gabby Hayes Show L	Derby Foods Magic Slate L	General Foods Hopalong Cassidy F		Regent Cigarettes Leave It To The Girls L (E-M)	General Foods (Jello) Aldrich Family L (E-M)	Frigidaire Div. of G. Comedy Hour-Bobby Clark Alternating every 4th Sunday Palm.-Peet. Colgate Comedy			

MONDAY

ABC	*Mary Hartline Show* L (E-M)	*TV Tots Time* F (E-M)			Kellogg Space Cadet L (E-M)	*Jimmy Blaine* L (E-M)	Schenley Russell L (E-M) 7-7:05	Pepsi-Cola Faye Emerson	Ironrite Corp. Hollywood Screen Test L (E-M)	Morgan David Wines Can You Top This?
CBS	*Lucky Pup*	*Chuck Wagon Playhouse*					*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Lever Bros.-Lux Lux Video Theatre	
DuMont			Co-op Small Fry Club L/F (E-M)				*Captain Video* L/F (E-M) (NI)		*Once Upon a Tune* L (E-M) (NI)	
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	C-P-P H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)	*Cactus Jim* L (M)		RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room	Reynolds News F (E-M)	Speidel Paul Winchell-Jerry Mahoney Show L	

TUESDAY

ABC	*Mary Hartline Show* L (E-M)	*TV Tots Time* F (E-M)			*Jimmy Blaine* L (E-M)	*Film*	Schenley Russell L (E-M) 7-7:05	*Club Seven* 7:05-7:30	Procter & Gamble Beulah F (E-M)		*Hollywood Mystery T* F (E-M)	
CBS	*Lucky Pup* L (E-M)	*Chuck Wagon Playhouse*					*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Stork Club	Prudential Insurance Co. Prudential Family T Alternate Weeks *Sure As Fate*	
DuMont			Co-op Small Fry Club L/F (E-M)				*Captain Video* L/F (E-M) (NI)				*Court of Current Issues* L (E-M)	
NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Kellogg Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (M)		Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp Little Show John Conte L	Reynolds News F (E-M)	Texas Co. Texaco Star Thea L (E-M)	

WEDNESDAY

ABC	*Mary Hartline Show* L (E-M)	*TV Tots Time* F (E-M)			*Space Cadet* L (E-M)	*Andy & Della Russell* 7-7:05	*Club Seven* L (E-M)		Bendix Home Appliances Chance of a Lifetime F (E-M)		Campana Sales First Nighter F (E-M)	
CBS	Quaker City Chocolate (off 3/14) Lucky Pup	*Chuck Wagon Playhouse*					*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Toni-Pillsbury (Alt.) Arthur Godfrey and H	
DuMont			Co-op Small Fry Club L/F (E-M)				*Captain Video* L/F (E-M) (NI)		Gerber Prod. Mr. & Mrs. J. Carroll L (E)			
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L (M)		Ford Motor Div. Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L	Reynolds News F (E-M)	Motorola, Norge, Pe Four Star Revu L (E-M)	

THURSDAY

ABC	*Mary Hartline Show* L (E-M)	*TV Tots Time* F (E-M)			*Jimmy Blaine* L (E-M)	*Andy & Della Russell* 7-7:05	*Club Seven* L (E-M)		Lone Ranger American Bakeries (5 sta) General Mills (rest net) F (E-M)		Admiral & P. Lorillard Stop the Music L (E-M)	
CBS	Bristol-Myers Ipana Lucky Pup	*Chuck Wagon Playhouse*					*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Stork Club	Carnation-Burns & Allen Johnson-St'rlight Theatre Alternate Weeks	
DuMont			Co-op Small Fry Club L/F (E-M)				W. H. Johnson Candy Captain Video L/F (E-M) (NI)					
NBC	Standard Brands NBC Comics	*Panhandle Pete and Jennifer*	Kellogg Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (M)		Life Magazine Kukla, Fran & Ollie L (E-M)		Van Camp's Little Show John Conte L	Reynolds News F (E-M)	DeSoto-Plymouth You Bet Your Life F	

FRIDAY

ABC	*Mary Hartline Show* L (E-M)	*TV Tots Time* F (E-M)			*Space Cadet* L (E-M)	*Andy & Della Russell* 7-7:05	*Club Seven* L (E-M)	Pepsi-Cola Faye Emerson	Green Giant Co. Life With Linkletter L (E-M)		Ronson Art Metal Works 20 Questions	
CBS	Sundial Shoes Lucky Pup	*Chuck Wagon Playhouse*					*Steve Allen Show*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	General Foods Maxwell House Coffee Mama	
DuMont			Co-op Small Fry Club L/F (E-M)				*Captain Video* L/F (E-M) (NI)		Gerber Prod. Mr. & Mrs. J. Carroll L (E)			
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	Welch G. J. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L (M)		RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L	Reynolds News F (E-M)	Miles, Quiz Kids L	

SATURDAY

ABC							*Hollywood Theatre Time*		General Mills The Irwins F (E-M)		American Dairy Assn Paul Whiteman TV Teen Club L (E-M)	
CBS					*Lucky Pup*		Oldsmobile Sam Levenson Show		Sylvania Electric Beat the Clock		Anheuser-Busch The Ken Murray	
DuMont												
NBC	*Mr. Wizard* L (E-M)	Nature of Things L	Mutual of Omaha Bob Considine L		Brown Shoe Corp.-Smilin' Ed. McConnell, F (Alt. weeks), Brown Shoe, Say It with Acting L		Kellogg Co. Victor Borge Show L		Manhattan Soap Co. One Man's Family L (E-M)			

	ABC Library *Doc. Film* F (E-M)	*Marshall Plan in Action*	Gospel Beat'g Corp. Old Fashioned Revival Hour F (E M)	Young People's Church of The Air Youth on The March	
	General Electric Co. Fred Waring Show		B. F. Goodrich Co. Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Norwich Week in Review
	Arthur Murray Studios Arthur Murray Show L (E-M) (NI)	*With This Ring* L (E-M)	*They Stand Accused* L (E-M)		
	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	TBA	
	Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*On Trial* L (E-M)	*Double Feature* F (E-M)		
	Philip Morris Co. Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Electric Corp. Studio One		Masland At Home Party L
	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
	Hudson Motor Car Co. Billy Rose L (E-M)	Arnold Bakeries Life Begins at 80 L (E-M)	*Roller Derby* L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger		
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
	Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
	Bymart Inc. Somerset Maugham Show	P. Lorillard Co. Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts	*Sports Interview*	
	National Distillers Prod. Famous Jury Trials L (E-M) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)			
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	US Army & Air Force Roller Derby	Blatz Brewing Co., Roller Derby Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
	Esso Standard Oil Kroger Co. Alan Young Show	Lever Bros.-Rinso Big Town	Philip Morris Co. Truth or Consequences	Nash Motors Nash Airflyte Theatre (Last 3/15—TBA)	
	Kaiser-Frazer Ellery Queen L (E-M) (NI)		Co-op Boxing L (E-M) (NI)		
	Ford Dealers of America Ford Star Revue Jack Haley L (E-M)		U. S. Tobacco Martin Kane, Private Eye L	*Film* TBA	Anchor Hocking Open House L
	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		*Marshall Plan in Action*	*Stud's Place* L (E-M)	
	Ford Motor—Ford Theatre (Alt. Weeks)		Nash Kelvinator Star of the Family Morton Downey	TBA	
	Wildroot Charlie Wild	General Mills Live Like a Millionaire			
	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Rocky King, Detective* L (E-M) (NI)	Drug Store TV Prod Cavalcade of Stars L (E-M) (NI)		
	American Cig. & Cig. Big Story	Campbell Soup Henry Morgan's Great Talent Hunt L	Gillette Boxing L	Chesebrough Greatest Fights L	Anchor Hocking Open House L
	Roller Derby (to Conclusion)				
	Bulova Watch The Frank Sinatra Show	*The Frank Sinatra Show*	Carter Sing It Again	*Sing It Again*	Sterling Drug Sing It Again
	DuMont Labs Saturday Night at Madison Square Garden L (E-M)	US Army & Air Force Sat. Night at Garden	*Saturday Night at the Garden*	Ever Sharp Saturday Night at the Garden	Chesebrough Mfg. Co. Saturday Night at the Garden
	Swift & Co., Bymart Inc., Minn. Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue L(E-M)				American Tobacco Co. Your Hit Parade L

MULTI MARKET
RADIO PULSE
Companion Piece
to
MULTI MARKET
TELEPULSE

A NEW Pulse service, at no cost to radio subscribers, will be available during the first week in March.

THE Multi Market RadioPulse, covering fourteen markets regularly surveyed by Pulse, will be available to stations and agencies now buying individual market reports. This report will be issued bimonthly and will cover network programs appearing in three or more markets.

For information about this and other Pulse services . . . . . .

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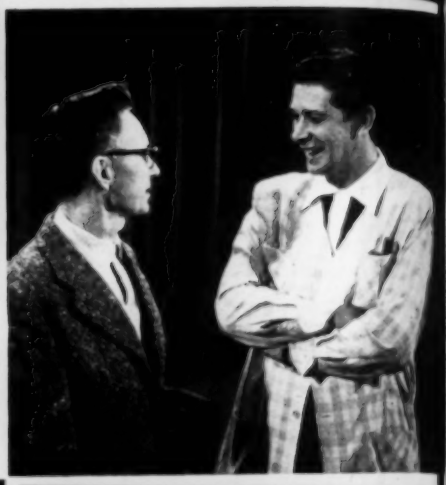

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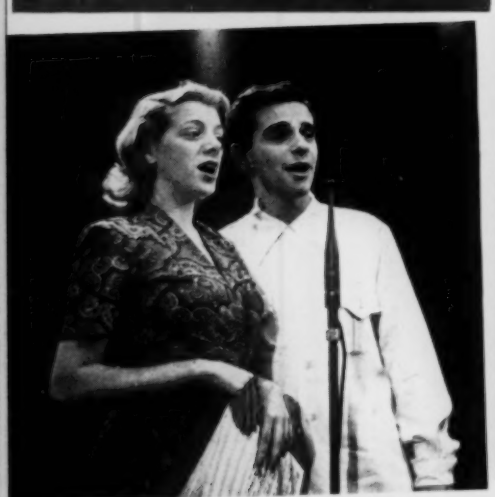
Jan Murray supervises this laugh-filled and tuneful

CBS Package Program

to get the radio-weary audience that sponsors are always looking for.



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A-B

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C-G

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M-T

Malone, Thomas F., Adam J. Young Jr. Inc., New York; Metcalf, Fred, CJOY Guelph; Miller, Alex M., Can. Assn. of Advertising Agencies, Toronto; Miller, E., RCA Victor Co. Ltd., Montreal; Miller, George, CHLO St. Thomas; Montagnes, James, BROADCASTING • TELECASTING, Toronto; Moran, Mary, MacLaren Advertising Co. Ltd., Toronto; Mulvihill, Paul, Paul Mulvihill, Toronto; Murray, A. A., CFQC Saskatoon; Murray, Frank, Horace N. Stovin & Co., Montreal; Musnik, Bernard, Crosley Broadcasting Corp., Cincinnati; Manning, J. A., CKCL Truro; Moon, T. Clyde, BMI Canada Ltd., Toronto; Moon, Wm. Harold, BMI Canada Ltd., Montreal; MacDonald, E. Finlay, CJCH Halifax; McKay, Stuart, All-Canada Radio Facilities Ltd., Toronto; MacNeill, Neil, C.A.R.E., Ottawa; McDermott, Andy, Horace N. Stovin & Co., Toronto; McGurk, Peter A., Weed & Co., New York; McLeod, J. D. Penn, Penn McLeod & Assoc. Ltd., Toronto; McQuarrie, Athol, Bureau of Broadcast Measurement, Toronto; McLay, Harry, National Broadcast Sales, Toronto; McGill, J. C., Tucketts, Hamilton; McGillvra, J. H., Joseph Hershey McGillvra Inc., New York; Neill, D. Malcolm, CFNB Fredericton; Nelson, Blair, CFQC Saskatoon; Nunns, Gilbert, Dancer-Fitzgerald-Sample (Can.) Ltd., Toronto; Newton, Mary, Harry E. Foster Adv. Ltd., Toronto; Nash, Knowlton, British United Press, Toronto.

Ogden, Clifford E., Capitol Records Inc., New York; O'Neil, Bill, WJW Cleveland, Ohio; Ouellette, L. E., Press News Ltd., Montreal; Patrick, K. R., RCA Victor Co. Ltd., Montreal; Parent, Marguerite, CAB, Ottawa; Pelletier, Aurele, CHRC Quebec; Phare, G. Alec, R. C. Smith & Son Ltd., Toronto; Phenner, L. E., Bureau of Broadcast Measurement, Toronto; Potts, J. E., Lever Bros. Ltd., Toronto; Provost, Marcel, French Radio Assoc., Montreal; Packer, Keith, CFCH North Bay; Pelletier, J. F., Young & Rubicam, Montreal; Randall, Alsn, The Canadian Press, Toronto; Rawlinson, E. A., CKBI Prince Albert; Reinhart, Robert A., CFPL London; Richardson, Herbert, Bank of Canada, Ottawa; Ritchie, Campbell, CKLW Windsor; Rutter, Andrew Jr., Quaker Oats Co. of Can. Ltd., Peterborough; Ryan, Mrs. Frank, CFRA Ottawa; Ryan, Frank, CFRA Ottawa; Rea, Marjorie P., CJAV Port Alberni; Rea, Wm. Jr., CKNW New Westminster; Reid, Gordon M., CKDA Victoria; Roy, Lucien, British United Press, Montreal.

Scoffield, G. H., Canadian Chamber of Commerce, Montreal; Schmidt, W. E., CHOV Pembroke; Scott, A. J., MacLaren Adv. Co. Ltd., Montreal; Sedgwick, Harry, CFRB Toronto; Sedgwick, Jos., Toronto, Ont.; Sifton, Clifford, All-Canada Radio Facilities Ltd., Toronto; Slade, Bill, CKAC Montreal; Slater, Tom, Ruthrauff & Ryan, Inc., Toronto; Slatter, Jack, Radio Representatives Ltd., Toronto; Slatter, Wally, CJOY Guelph; Snelgrove, Ralph, CKBB Barrie; Solway, Larry, CKLB Oshawa; Speers, Wm. A., CKRC Winnipeg; Stovin, Horace, Horace N. Stovin & Co., Toronto; Shortreed, J. M., CJGX Yorkton; Soble, K. D., CHML Hamilton; Sherwood, Alex, Standard Radio Transcription Services, New York; Scott, E. L., C.P.R. (Communications); Smeaton, Ellen, Marketing, Toronto; Sullivan, J., Can. National Telegraphs, Toronto; Slaybaugh, Chet, Morse Intl. Inc., New York City; Sillerman, M. M., World Broadcasting System Inc., New York; Sambrook, Al, RCA Thesaurus, New York; Souch, W. F. (Doc), Canadian Marconi Co., Montreal; Smith, Arnold W., Federal Electric Mfg. Co., Montreal; Tapp, James A., Radio Time Sales (Que.) Ltd., Montreal; Tappe, Louis E., SESAC Inc., New York; Tierney, Stanley T., Canadian Bridge Co. Ltd., Montreal; Toye, J. M., Canadian General Electric Co. Ltd., Montreal; Turrall, Jack, CKEY Toronto; Towndrow, Ernie, National Broadcast Sales; Thomson, Corey, CKVL Verdun, P. Q.; Thornton, F. Basil, BBC, Toronto; Thomas, Helen A., Street & Finney Inc.; Tremblay, C. E., Canadian Marconi Co.

U-Y

Unger, A., Frederic W. Ziv Co., New York; Vachon, Marie-Paule, CKCV Quebec; Varcoe, H. R., Northern Electric Co. Ltd., Toronto; Walker, H. S., RCA Victor Co. Ltd., Montreal; Ward, W. G., Canadian General Electric Co. Ltd., Toronto; Warder, John, CHLO, St. Thomas; Weed, Cornelius C., and Weed, Joseph J., Weed & Co., New York; Wingrove, W. C., CKTB, St. Catharines; Woodill, Wilf, J., CKSO, Sudbury; Weed, Neal, Weed & Co., Chicago; Wilson, A. R., CKVL, Verdun, P. Q.; Woodard, S. M., Compton Adv. Inc., New York; Young, Adam J. Jr., Adam J. Young Jr. Inc., New York; Yuill, J. H., CHAT Medicine Hat; Young, William E., Lang-Worth, New York; Young, Geo., Canadian Broadcasting Corp., Toronto.

CANADIAN TV

Toronto Outlet Prepares

TV TRAINING equipment for Canada's first TV station, at Toronto, has arrived at the Canadian Broadcasting Corp.'s Toronto studios and included two camera chains and related equipment from the Canadian Marconi Co., Montreal. The equipment is to be used by Toronto TV station personnel in becoming familiar with actual operation prior to the Toronto station going on the air late this year. A temporary TV studio has been equipped at CBC Toronto headquarters in a room 35 by 27 feet, where the TV personnel will receive its training.

Work on the Toronto CBC TV transmitter building and studios at 354 Jarvis St. is not expected to be completed till late this year. The foundation is nearly complete, but superstructure has not yet been started, nor has the TV tower. Steel controls are expected to retard construction, and the target date of Sept. 1 has already been moved back to Nov. 1 for the TV station to go on the air.

MICH. WORKSHOP

Dr. Hunter To Direct

DR. ARMAND L. HUNTER, a leading figure in U. S. educational radio and television, will direct a six-week TV workshop at Michigan State College, East Lansing, June 18-July 25.

Dr. Hunter is chairman of the department of radio, speech and theatre at Temple U. and also is educational director of WFIL-TV Philadelphia.

NTFC Trade Show

FIRST annual trade convention and exhibition of the National Television Film Council will be held in New York sometime in June, it has been announced. The next NTFC all-day forum is scheduled for March 28, it also was announced. As usual the forum will be divided into three sessions: on production, distribution and stations.

WLW—TELEVISION LEADS

in LEADING daytime TV cities

Cincinnati, Dayton and Columbus — served by WLW-Television — lead the nation for daytime sets-in-use with average of 13.9%, 12.2% and 11.1%, respectively.*

	Avge. Share of Audience*	
	WLW-TV STATION	LEADING COMPETITOR
CINCINNATI	47.5%	37.4%
DAYTON	63.1%	26.2%
COLUMBUS	57.7%	24.3%

WLW-TELEVISION delivers the greatest daytime audience in the midwest's second largest TV market.

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

*Videodex, December, 1950 — 6 am — 6 pm

KMBC ARTISTS

NLRB Dismisses AFRA Complaint

THE NATIONAL Labor Relations Board last Thursday adopted the findings of an NLRB trial examiner and dismissed a complaint filed against KMBC-AM-FM Kansas City, Mo., by a local of the American Federation of Radio Artists.

An amended complaint, filed June 28, 1949, had charged that the licensee, Midland Broadcasting Co., prior to Aug. 19, 1948, had restrained its employes by maintaining individual employment contracts through the KMBC Artists Bureau, a booking agency, and that the station had refused to bargain with the union on terms and conditions for special program announcers.

In a majority decision, the board ruled that the station did not violate the Taft-Hartley Act, notwithstanding the fact the union was exclusive bargaining agent for the artists, and pointed out that 1946 and 1948 union contracts with KMBC "expressly authorized direct negotiations" which would offer better terms than those provided by AFRA.

"Generally speaking," the majority said, "these talent contracts

★

. . . afforded the artist an opportunity to earn a bonus over and above the minimum rates of pay guaranteed by the unions, but at the same time imposed certain restrictions on the artist, designed in general to assure that (KMBC) would receive the exclusive benefit of its investment in the artist."

The board also agreed with Trial Examiner Myers D. Campbell Jr. that the discharge of an employe, Sherwood Durkin, was "not due to union activity but to his frequent references to (station) management and policies in profane and abusive terms." The licensee therefore did not violate the act in this respect, the board added.

In a dissenting opinion, NLRB members John M. Houston and Paul L. Styles held that "any direct negotiations between an employer and such employes is in derogation" of the union's collective bargaining right. They interpreted the contracts as permitting the station to enter agreements only insofar as they relate to matters covered by union contracts and if they were "more favorable" than AFRA terms.

Under language of the contracts, the minority continued, the negotiation of any "term" of employment, which was not more favorable than the union minimum, would violate the AFRA agreements and render the employer open to violation. The minority also took exception to the majority view that the board would have been required to rewrite talent contracts for the involved parties.

In other actions, touching upon broadcast and other industries, NLRB also ruled that:

(1) A union's request for "permanent layoff" of an employe of a subordinate union violates the Taft-Hartley Act if the actual discharge materializes through action by the employer.

(2) In determining whether or not to assert jurisdiction in secondary boycott cases, it will consider the operations of both primary employers —with whom the union had direct dispute—or secondary, against whom the union has taken action to cause him to cease doing business with the former.

(3) A union violates the T-H act by inducing employes of a secondary employer at their place of work to engage in boycott activities by citing to them an "unfair listing" containing the name of the employer.

PAID is the word

for pulling power . . .

Paid circulation is the only sure way to measure a magazine's readership, to determine its advertising value.

The reader pays for his subscription because he's interested. Because he's interested, he reads. When he reads, your sales message reaches a more likely-to-act audience. And that's the audience that adds pulling power to your advertising.

MORE AGENCIES AND MORE ADVERTISERS PAY MORE MONEY FOR BROADCASTING - TELECASTING SUBSCRIPTIONS THAN FOR ANY OTHER RADIO-TV JOURNAL.

BROADCASTING TELECASTING

pays

AUTO RADIOS

Surveyed in Pittsburgh

CHARLES F. ACKENHEIL, director, Guide-Post Research of Pittsburgh, after conducting a survey in that city, estimated 120,000 hours of auto radio listening daily in the Pittsburgh area.

The research organization polled 1,533 Pittsburgh district families and noted their auto radio listening habits. Of the families, 65% owned autos, and 51% of the car-owners had auto radios in working condition. Those radios in 59% of the cases had been turned on sometime during the 24 hours previous to when car-owners were polled. Average listening time per day was 49 minutes. The 120,000-hour figure was based on 1½ riders per auto.

Forego Birthday Week

BECAUSE of the national emergency, Camp Fire Girls Inc. will forego its nationwide Birthday Week network broadcast and is requesting that, whenever possible during the week of March 11, the organization be saluted by spot announcements or plugs on existing programs. Miss Elizabeth M. McStea, the group's national public relations director, felt it "unwise to tie up a network's facilities when they may be needed for a broadcast of national importance."

RADIO SURVEYS

Err in Newspaper Analogy

BROADCASTERS who think they see an analogy between radio listenership ratings and the circulation count of newspapers are mistaken, in the opinion of Dr. Sydney Roslow of The Pulse Inc.

In an address before the Chicago Radio Management Club, Dr. Roslow asserted that "your potential is radio families, which should be your ABC count."

He urged the broadcasting industry to decide what it wants measured, "then the research companies will follow through." Deploring the "fighting between one another" in the radio research field, he noted that "those in other media are taking advantage of us while we are having internal troubles."

Timebuyers should look upon audience surveys as "aids to their judgment rather than replacing their judgment," he advised.

In support of research as a whole, Dr. Roslow contended that "a station might get several counts and they will *all* be right." He stressed the importance of evaluating a rating, declaring that "if you know how to evaluate it, the size won't be too important."

SPOTS ATTRACT

Washington State Tourists

TOURIST expenditures by visitors from outside the state reportedly totaled $123.2 million, an all-time high for the state of Washington, in 1949, the first year of existence of the Washington State Advertising Commission. The average tourist party reportedly spent $176 while in Washington.

Radio played an important part in attracting tourists to the state. A series of spot announcements [BROADCASTING • TELECASTING, June 20, 1949, August 22, 1949] was aired on 18 stations in 16 markets during the summer of 1949.

Loren B. Stone, general manager of KIRO Seattle, is a member of the seven-man Advertising Commission. The account is handled by MacWilkins, Cole & Weber, Seattle advertising agency.

Mrs. Roy Thomson

EDNA ANNIS THOMSON, 56, wife of Roy Thomson, owner of CJKL Kirkland Lake, CKGB Timmins and CFCH North Bay, Ont., died Feb. 22 at Fort Lauderdale, Fla., after an illness of several years. Born at Drayton, Ont., she married Roy Thomson in 1917 before he was in radio or publishing business. She is survived by Mr. Thomson, two married daughters and a son.

Artist's sketch of the WCAU radio-TV center, to be completed by the spring of 1952.

* * *

WCAU BUILDING

Foundation Now Completed

FOUNDATIONS are completed for the 100,000 square foot radio and television center WCAU Philadelphia is erecting on a 10-acre site. This was announced last week by Donald W. Thornburgh, president and general manager, WCAU Stations.

The new plant is expected to be ready for occupancy in the spring of 1952. Designed to insure flexibility to meet future changes in telecasting techniques, as well as to accommodate WCAU's AM operation, the building will be capable of expansion in two directions. The air-conditioned structure will have nine studios on the main floor, which covers an area of more than one acre. There will be three 60 by 80 ft. television studios and one smaller studio which may be used for AM and TV programs and rehearsals.

The new WCAU plant will have a completely-equipped commercial film department. This unit, designed to supplement WCAU-TV's service to its clients and their agencies, will contain the latest processing facilities, making available the production of commercial and program films within the Philadelphia area.

John G. Leitch, vice president in charge of engineering for the WCAU Stations, has overall supervision of construction and planning, which are being handled by the Austin Co.

RADIO PROPS MET

Listeners Swell Fund

RADIO AUDIENCES of the Metropolitan Opera's Saturday afternoon (2-4:45 p.m.) broadcasts over ABC have contributed gifts totaling $123,500, or about half of the $250,000 received by the opera association in its annual drive, it has been announced by George A. Sloan, chairman of the Met's board. The campaign, which began Dec. 30, is conducted to provide for production improvements and to meet maintenance costs for this year, with a goal set at $750,000.

Although most radio contributions came from ardent lovers of the Met, who expressed their gratitude for the broadcasts, one letter contained an exception. A man from Ontario, N. Y., wrote that although he cared not at all for opera and cared even less about opera on the radio, he was contributing $50 because there were so many unable to afford a gift who did enjoy it.

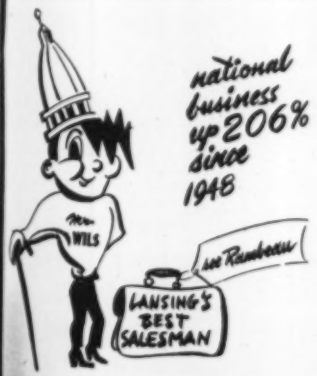
Mrs. August Belmont, past chairman of the Met board, speaking at a dinner in her honor given by the association, also lauded the radio broadcasts and described the vast contributions received through the programs.

HIBBS NAMED

To Information Commission

PRESIDENT TRUMAN last Monday nominated Ben Hibbs, editor of the *Saturday Evening Post*, to succeed Mark F. Ethridge on the U. S. Advisory Commission on Information. His nomination is subject to Senate confirmation.

Mr. Ethridge, editor of the *Louisville Times* and *Courier-Journal* (WHAS-AM-FM-TV), had been serving on the commission since its formation in August 1948, and submitted his resignation last year. The commission has conducted a number of surveys into the effectiveness of the Voice of America and other State Dept. overseas information programs. NAB President Justin Miller is one of the five members of the advisory group.



WILS *Lansing's Most Powerful Station*

Advertisement

From where I sit *by* Joe Marsh

Right Under Our Nose!

Sometime back, we got word from the Governor, asking if we wanted to use the State Fire Inspection Team—experts they send around to communities to inspect public buildings.

We sent a letter saying: "Okay! Give us the once-over!" They came down, all right—last week.

After the inspection, we got their report. Came out pretty well, all told. Town Hall and School were O.K. Post Office just needed more sandbuckets. In fact, everything got a clean bill of health, except—the Fire Station!

From where I sit, we volunteer firemen had just been too blamed busy keeping *everyone else* on the ball—to realize our own firehouse was not up to snuff. Like the man who worries so much about his neighbors—about whether they work hard enough, about whether they can *really* afford their new car, about their enjoying a temperate glass of beer—that he forgets to take a good critical look at himself now and then.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

air-casters

DICK WOOLLEN appointed radio program manager ABC Central Div., Vice President **JOHN H. NORTON Jr.**, announced last week. Mr. Woollen replaced **LEONARD BLAIR**, who transferred to New York as Eastern production manager and assistant to **LEONARD REEG**, vice president in charge of AM programming. Mr. Woollen worked previously as writer-director for network's Western Div.

WILLIAM FROUG, writer program department CBS Hollywood, named director of program writing and program idea acceptance Columbia Pacific Network. He replaces **PAUL PIERCE**, resigned.

BILL VAUGHN appointed program director WAVZ New Haven, succeeding **BOB GILLESPIE**, resigned. He has been with stations in Texas, Missouri, Montana and Maryland.

HARRY BLACK, associate program director WXEL (TV) Cleveland, appointed program director.

ROBERT SEAL, general manager KOB Albuquerque, to KTTV (TV) Los Angeles as chief of program operations. Mr. Seal was previously director of CBS' *Truth or Consequences* and *Gene Autry Show* and before that staff producer with NBC in Hollywood and San Francisco.

PAUL HARRINGTON appointed chief continuity writer WOW-AM-TV Omaha. He succeeds **BILL O'HALLOREN** who resigned to freelance on West Coast. **ROBERT E. LEE** named to continuity staff.

HARRISON WOOLEY, KFRC San Francisco, to KYA, same city, as promotion manager.

HANK SYLVERN, radio-TV musical director, will serve as music director for new State Dept. dramatic series to be beamed to South America.

DICK AKER, program director WSAL Logansport, Ind., to program staff KDWT Stamford, Tex. **HOWARD BRIGHT**, announcing staff WIOU Kokomo, Ind., succeeds him as program director at WSAL.

WILLIAM O. CRAMPTON, film and TV director WSYR-TV Syracuse, N. Y., resigns.

JOHN H. MORSE, director of ABC-TV *Lone Ranger*, appointed production coordinator for CBS *Amos 'n' Andy* TV series. He will assist **CHARLES BARTON**, director of program, in providing liaison between network program department and Hal Roach Studios, Culver City, where TV series will be filmed.

IRVING SMITH, program chief WCAM Camden, N. J., and WCAP Asbury Park, N. J., to production staff WIP Philadelphia, **ED LOCKE**, WSNJ Bridgeton, N. J., to announcing staff WIP, replacing **LES ALEXANDER**, who is now with WITH Baltimore, in same capacity.

DICK ERSTEIN, senior producer Lowell Institute Cooperative Broadcasting Council, Boston, appointed radio officer at Athens, Greece, in foreign service of State Dept.

DON HILLMAN, director NBC-TV, named new director on Mon. and Wed. portions of five weekly *Broadway Open House*, NBC-TV, 11-12 p.m.

ISABELLE BIASINI, assistant director of religious and educational programs MBS, recalled to active duty as captain in WACS. **CELESTE CLORES**, staff of *Idaho Daily Statesman*, Boise, Idaho, will replace Miss Biasini.

RALPH MOFFATT to WDGY Minneapolis, as disc emcee. He was with WCCO Minneapolis.

LEWIS KLEIN, Donn Bennett Productions, Phila., to WFIL Philadelphia.

FRANK LUCAS and **DAVE FERRY** to music department WIL St. Louis, as librarian and assistant librarian.

NORM McBAIN, announcer CBW Winnipeg, to CBC International Service, Montreal.

PAUL PANGBURN, sales manager A. J. Saylo & Co., L. A., to NBC Hollywood as assistant to **MAX BAUMAN**, NBC Western Div. purchasing agent.

ANN CONFORTI and **RENEE IOSET** named to staff WDTV (TV) Pittsburgh.

BOB DARE, studio engineering department WPTR Albany, N. Y., named to announcing staff.

GEORGE BARNES to announcing staff CBR Vancouver. Was with CKOY Ottawa.

JACK BRIGGS, producer Enterprise Studios, to KFMB-TV San Diego, as staff announcer.

WES HOPKINS, disc jockey WTTM Trenton, to WNEW New York.

BILL ARNOLD, program director CJBQ Belleville, to CFQC Saskatoon, in same capacity. **GWEN MARSH**, announcer CJBQ, to announcing staff CFQC.

MRS. ELEANOR ROOSEVELT starts five weekly 45 minute program on KFWB Los Angeles. Mrs. Roosevelt will give commentary on various important news developments and interview name personalities and world figures. Her son, Elliott, will participate on program.

LARRY KEITH, WBCO Bessemer, Ala., to WKAB Mobile, as announcer, replacing **TOM ATER**. **ROSS SMITHERMAN**, WALA Mobile, to WKAB, as disc emcee.

HAYES PILLARS, musician and orchestra leader, to WIL St. Louis as disc emcee on *The Harlem Express*.

KEN KLYCE, WSGW Saginaw, Mich., to WCSC Charleston, S. C.

GLENN ELLIOTT WOLFF, WMJM Cordele, Ga., to WIBU Poynette, Wis., as announcer-disc jockey.

NANCY REINIKE to script department at KCBS San Francisco.

BILL WOOD, WFEC Miami, Fla., to WLIL-AM-FM Lenoir City, Tenn., as producer-emcee.

RUTH RATNY to WTVJ (TV) Miami as copywriter in programming department.

BOB HOWARD, WKOW Madison, appointed announcer WDSU New Orleans. He replaces **NORMAN JACKSON** who has been called into service.

DON HOWELL, WDSU announcer, named night operations director WDSU-TV.

BUDD DUVALL, KRRV Sherman, Tex., to announcing staff KAYL-AM-FM Storm Lake, Iowa.

STEVE ALLEN, radio-TV star CBS, presented annual Distinguished Service award from AMVETS "for outstanding service to AMVETS and to welfare of nation."

News . . .

JOHN R. HOLMES appointed farm director KLRA Little Rock, Ark. He was with WMT Cedar Rapids, Iowa, and Texas Quality Network.

Mr. Holmes

BERNIE KAMENSKE, news and sports director WORL Boston, resigns to enter Army. **MARE CARROLL**, *Boston Post*, replaces him.

CHET HUNTLEY, news analyst CBS Hollywood, to ABC Hollywood where he has started six weekly quarter-hour news commentary on ABC Pacific Network. **CHARLES COLLINGWOOD**, CBS newscaster, temporarily replaces him on his Columbia Pacific Network news analysis program.

FULTON LEWIS jr., MBS commentator, received good citizenship medal of the Philadelphia chapter, Sons of American Revolution, at luncheon in his honor in Philadelphia. T. Joseph Reilly, chapter president, made award. **GEORGE LORD**, news staff WCAU Philadelphia, appointed director of special events for station.

LINDSEY NELSON, Tennessee sportscaster, appointed publicity director for U. of Tennessee Athletic Assn.

R. S. JAMES to farm commentator CBN St. John's, Newfoundland.

MIKE DAVIS, commercial manager WJBS Deland, Fla., to WVOT Wilson, N. C., as director of farm programs.

PEARL BAUM, women's commentator WCSC Charleston, S. C., received special commendation from English Speaking Union of United States in recognition of work she is doing towards greater friendship and understanding between peoples of United States and Commonwealth Nations.

Put Yourself on a spot!

Reach 1,000 radio homes for 44¢*

WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples! WINS spots have a high Pulse but a low rate per thousand homes. Let us show you! WINS spots, in other words, sell more, cost less. Get the straight facts on a WINS spot buy. Call your WINS representative . . . see him when he calls!

*Source: Pulse of N. Y.—Dec., 1950

Buy WINS . . . it Sells!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.
Kansas City, Missouri

SEMINAR for program directors of Veterans Administration hospital radio stations, held last month at Fort Wayne, Ind., posed a perplexing attendance problem. When the local hospital outlet faced shutdown of broadcasts, WANE volunteered services of two announcers to operate it during the three-day session. Completing arrangements are (l to r): Lyan M. Miller, WANE program director; Harold McGinnis, chief of recreation, Fort Wayne VA hospital; Norman J. Doyle Jr., program director of WFWI, the VA station. Seminar drew representatives of 26 VA hospitals throughout the nation.

MORE KIDS, AGED

Census Breakdown Shows

MORE potential radio and TV fans are indicated by the latest breakdown of the 1950 census, which shows that there are 30 million children under 10 years old, an increase of nearly 40% over 1940, and 12 million persons over 65 years of age, an increase of almost 7% over 1940.

Sex ratio, according to preliminary estimates upon which these figures are based, shows the females outnumbering the males by 100 to 96.1. This is the first U. S. census to show a majority of females. Ratio in 1940 was 100 gals to 100.7 men. The preliminary estimate also showed 63.7% of the people living in non-farm areas, 20.6% in rural-non-farm areas, and 15.6% in rural farm areas. Number of households increased from 34.9 million in 1940 to 42.5 million in 1950, a 20% increase for the 10 year period. But average size of each household decreased from 3.7 to 3.4 persons.

Give-away PRIZES

"Fastest-growing prize service in the West." We serve more than 50 AM and TV stations, plus network shows.

We use $2 and $50 items and invite inquiries from manufacturers and their agencies. We give you 100% cooperation.

Associate Needed—

For Chicago Office; investment and your services required.

RAY AND BERGER

1471 N. Tamarind Ave., Hollywood 28; Telephone: HUdson 24202

On All Accounts

(Continued from page 8)

mond, Ind., venture—WJWC. His war service was as night fighter controller in Marine aviation radar, in Hawaii and Japan, as well as the U. S. When he left the service to join Reincke, Meyer & Finn, he was a first lieutenant.

Among Frank's radio accounts are the Chicago, Burlington & Quincy Railroad, Anderson Co. (windshield wipers), Sterling Insurance Co., Otarion Inc. (hearing aids) and Lehon Co. ("Mulehide" roofing). He also is about to launch Anderson on television, and already has Powder-ene (rug cleaner) and Burgess Cellulose (sponges) on TV.

While conceding that the advertising accent is shifting "a great deal" toward television, with values of time of day in radio changing sharply, Frank feels "it is ridiculous to say radio is on the way out."

Adjustments Needed

"This is a period of flux that calls for many adjustments," he says. "An agency man can't take a partisan stand for either radio or television. Both are important media."

Both Mr. Baker and his wife, the former Dorothy Belton of Bloomingdale, Mich., have deep roots in the Wolverine state. Frank's grandfather, the late William Henry Harrison Myers, settled in a log cabin in Van Buren County in 1836, and his sons and daughters and grandchildren have been prominent in Michigan farming and educational circles for nearly a century.

The Frank Bakers were married June 14, 1931, and have a son, David, 18, and a daughter, Florence, 13, students at Taft high school in Chicago. The family resides in suburban Norwood Park.

Frank is a member of the Chicago Radio Management Club and is program chairman of the Chicago Federated Advertising Club. He has few hobbies, but admits to going fishing occasionally and "if it takes a worm to catch one, I'm not too proud."

Loyalty in Pennsylvania

LOYALTY to the government and denunciation of Communism is the substance of a loyalty oath signed by 100% of the employes of WVAM Altoona, Pa. Manager Robert G. Walter also heads an "Americanization" committee, formed by the Pennsylvania Assn. of Broadcasters to work with the National American Legion Division on a projected series of programs on the threat of Communism for state network presentation. Other members of the committee are Jim Murray, KVQ Pittsburgh; Jack Hooper, WHGB Harrisburg; L. R. Rawlins, KYW Philadelphia, and Robert Trace, WMGW Meadville.

RCA TUBES

The standard of comparison

For dependable tubes* and service . . . see your RCA Tube Distributor

RCA Tube Distributors are veterans in the radio field . . . second to none in their territories. There's one close by to give you authoritative technical information and the best possible service on your broadcast tube requirements. Phone him.

• • •

***RCA Tubes for AM Broadcasting**—such as the 833-A, 892-R, and 5671—are noted for their dependability, operating economy, and long service life. Buy RCA tubes and get all the performance you pay for.

RCA **RADIO CORPORATION of AMERICA**

ELECTRON TUBES **HARRISON, N. J.**

Respects

(Continued from page 46)

behind in his studies, asked Wes to take over as business manager of the *University Oklahoman*, the semi-weekly school paper. Stacks of lineage in the next six months surprised Wes even more than it did unbelieving bystanders, encouraging him and two other students to venture into a long-hoped-for project, publication of a daily paper. They started the *Oklahoma Daily* in 1916, and it has been published five times weekly ever since. Wes stayed in journalism school, but thereafter took advertising rather than writing courses.

He left school for the Army in May 1917, a month after the war started. After getting an infantry commission at the First Officers Training Camp in Little Rock, Ark., he moved to another part of town and took machine gunnery training at Camp Pike. A few months later he was admitted to aviation school at Chanute Field, Ill. Wes Nunn became one of the few "flying doughboys" in the country, wearing the cross-arms of an infantry officer on his collar and the wings of a pilot on his tunic. After two years of serving as commanding officer of a service squadron in the states, he returned to Oklahoma.

At Southwestern Adv. Agency, Oklahoma City, he was undoubtedly one of the earliest full-time advertising men to work as a market investigator, checking field research on distribution of products. He was upped to contact work and new business, and then was named account executive for a client he brought into the house—Marland Oil Co. Two years later, in 1922, he went to Marland at nearby Ponca City as assistant to the director of marketing, responsible also for all advertising. He worked at Marland 14 years, before and after it merged with Continental Oil Co. in 1929, except for about a year.

In that period he went into partnership as a Buick and Cadillac dealer in Ponca City, and ran a gubernatorial campaign for a millionaire oilman, Frank Buttram. Mr. Buttram won over six "favorite sons" but lost in a run-off vote to "Alfalfa" Bill Murray. "His losing was probably the best thing that ever happened to me," comments Mr. Nunn, whose future could have been surrounded by pork and pickle barrels.

After the Marland merger with Continental, Mr. Nunn worked as manager of retail marketing, manager of wholesale and export sales and advertising manager. In 1936, while in Chicago on a business trip, he took the advice of two friends who suggested he apply for the ad managership of Standard Oil of Indiana. He walked in "cold" at 9 a.m. Friday and was hired before 9 a.m. Monday. He has been there 15 years.

Standard of Indiana, which distributes in 15 midwest states, works with McCann-Erickson agency on product advertising and BBDO on institutional. Mr. Nunn is a concerted devotee of public service advertising, "which is vital at any time but now more than ever." Convinced that "everyone in advertising has a responsibility to help create a better and more complete understanding of advertising by the public," he believes if advertising were not efficient, inexpensive and a proven necessity, it would have been superseded long ago.

"Advertising is something more than someone saying something," Mr. Nunn says. He notes that "the governmental quarterbacks are aware of what advertising can and does do, and are asking us to help maintain a civilian economy in order to meet production demands of a defense economy. They know we can do it."

Mr. Nunn, in addition to professional advertising activities, is a member of the Executives Club of Chicago, the Economic Club (an invitational dinner forum group), vice president and director of the Off-the-Street Club and president of the Evanston Golf Club, of which he has been a member 14 years. He and his wife, the former Beryl Butler of Tulsa, were married on Aug. 26, 1917. They live in North Shore suburban Evanston with their son, Wesley Jr., a Navy veteran who works at the National Outdoor Advertising Bureau. His brother-in-law, Louis Kemp, married to his sister Louise, is an account executive at Ruthrauff & Ryan, New York.

The favorite indulgence of the entire family is visiting their ranch in the Kiamichi Mountains of Oklahoma. The cattle ranch, cared for during the year by friends, has a new Western-style home for the Nunns with everything ultra-modern "except a telephone and television set." There, periodically, Mr. Nunn hunts in the mountains and fishes in a river which flows through his "land."

National Nielsen Ratings* Top Radio Programs

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK JAN. 14-20, 1951
EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Jack Benny (CBS)	19.3
2	2	Lux Radio Theatre (CBS)	19.3
3	3	Amos 'n' Andy (CBS)	17.0
4	7	Walter Winchell (ABC)	16.5
5	4	Charlie McCarthy (CBS)	16.5
6	5	Godfrey's Talent Scouts (CBS)	15.6
7	15	Fibber McGee & Molly (NBC)	14.6
8	6	My Friend Irma (CBS)	14.3
9	32	Big Town (NBC)	14.2
10	14	People are Funny (Tue.) (NBC)	14.1

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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TAX COMMITTEE

Organized by RTMA

NEW TAX Committee, with A. M. Freeman, RCA-Victor, as chairman, was appointed Feb. 23 by Robert C. Sprague, president of Radio - Television Mfrs. Assn. Group will replace the RTMA Excise Tax & Defense Profits Tax Committees in line with a decision reached in Chicago during the mid-winter meeting. Glen McDaniel, RCA vice president who assumes the RTMA presidency April 1, and Mr. Sprague, Sprague Electric Co., chairman, will serve as ex-officio members.

Other tax committee members include: Max F. Balcom, Sylvania Electric Products; John W. Craig, Crosley Div., Avco Mfg. Co.; J. J. Frendeis, Hallicrafters Co.; B. L. Graham, Allen B. DuMont Labs; Raymond Herzog, Emerson Radio & Phonograph Corp.; S. Kaplan, Zenith Radio Corp.; George R. MacDonald, Motorola Inc.; R. E. Norem, General Electric Co.; Maurice G. Paul, Philco Corp.; John S. Sturgeon, Magnavox Co.; T. M. Blake, Littlefuse Inc.; G. Richard Fryling, Erie Resistor Corp.; W. Myron Owen, Aerovox Corp.; F. Cleveland Hedrick Jr., special counsel and secretary.

KRON-FM Off Air

KRON-FM San Francisco has temporarily halted broadcasting while its transmitter and antenna is being transferred to San Bruno Mountain, where facilities of KRON-TV are located. The move is scheduled for completion, and the station will return to the air March 19. Since the station first began broadcasting on July 1, 1947, its facilities have been located in The Chronicle Building in downtown San Francisco.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Cleveland heap big hunting ground
Seventh city in the nation
Sales-wise hunters sure have found
It rings the bell to use Chief Station"

HAPPY (SALES) HUNTING GROUND

Use WJW–Greater Cleveland's most merchandising-minded, promotion-minded station—to bag sales in the Greater Cleveland market!

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING — BASIC ABC CLEVELAND 13, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

$30,765,000 IN FURNITURE-HOUSEHOLD-AND RADIO SALES*

Advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

*Sales Management's Figure for Hartford Metropolitan Area.

CBS

NEW OFFICERS and board of directors of the California State Broadcasters Assn. are (l to r) Galen Gilbert, general manager of KGER Long Beach, board of directors; Paul Bartlett, president and general manager of KFRE Fresno, secretary-treasurer; Harry Butcher, president of KIST Santa Barbara, retained for a second year on the board of directors; William B. Smullin, president and general manager of KIEM Eureka, president; David McKay, general manager of KGYW Vallejo, vice president; Arthur Westlund, president and general manager of KRE Berkeley, board of directors, and Les Hacker, owner and general manager of KPRL Paso Robles and general manager of KVEC San Luis Obispo, board of directors. Not pictured are Merle Jones, general manager of KNX Los Angeles, vice president, and Leo Schamblin, general manager of KPMC Bakersfield, board of directors.

A COCKTAIL party between meetings of California Broadcasters Assn. [BROADCASTING • TELECASTING, Feb. 26] brought these San Francisco station managers together: Seated (l to r), Gayle V. Grubb, general manager of KGO; Philip G. Lasky, vice president and general manager of KSFO-KPIX; Lloyd Yoder, general manager of KNBC; standing, Arthur Hull Hayes, vice president of CBS and general manager of KCBS, and William D. Pabst, general manager of KFRC.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

PROBE ASKED

In Attacks on KOFO

FOLLOWING two acts of violence directed at the station, officials of KOFO Ottawa, Kans., have asked for an investigation by the Kansas Bureau of Investigation and Ottawa authorities.

First attack came, officials say, when a 40-pound building block was thrown through a window of the station.

Also, it was discovered that a guywire supporting the station's tower had been sawed half-way through. The tower did not fall, but engineers opinioned it would have toppled if exposed to high winds.

ASCAP Balloting

BALLOTS for election of directors of ASCAP were mailed to members last week, so they may be returned and tabulated before the annual membership meeting to be held March 27 at the Waldorf-Astoria Hotel, New York. All incumbents —12 writers and 12 publishers— were renominated and ballots will also carry the names of 24 additional writers and 12 additional publisher candidates.

TIME TROUBLES

Carnation Drops Show

DIFFICULTIES in obtaining a favorable eastern time slot for its CBS *Carnation Family Party* last week led to the Carnation Co.'s decision to drop the Saturday half-hour audience-participation show effective March 24. On the air for approximately one year, the program was originally broadcast only on Columbia Pacific Network stations and expanded after three months to the entire CBS network. The program was transcribed in Hollywood and aired 10-10:30 a.m. on the eastern network and 11-11:30 a.m. on the West Coast. Carnation had wanted to change the eastern time period to 11:30 a.m., but failed to get network approval.

According to Paul Willis, general advertising manager for Carnation, cancellation of the program was "no indictment whatever of the show." It was a good program, he said, and "may well be reinstated at the proper time." Carnation agency is Erwin, Wasey & Co.

SCBA Resolves . . .

IN AN ATTEMPT to curb the growing tendency of advertising agencies to overload commercial content on radio and television programs, the board of directors of the Southern California Broadcasters' Assn. has passed a two-part resolution urging its 54 member stations and network to refuse to allow any client more commercial time than is specified in the contract; and to restrict the length of commercials within programs to the recommendations of the NAB Standards of Practice. A. E. Joscelyn, CBS Hollywood director of operations, and SCBA president, has transmitted the resolution to the group.

MISSOURI PACIFIC SYSTEM has announced that every one of its diesel-powered passenger and freight locomotives will be equipped for train to train communication.

HITCH YOUR PRODUCT TO A "RADIO RANCH" STAR

Webb Hunt

NATIONAL AND REGIONAL ADVERTISERS ON WEBB'S SHOW:

Alaga Syrup
B. C. Headache Powder
Dentyne Chewing Gum
Fairmaid Bread
Foremost Dairies
Ipana Tooth Paste
Kam Dog Food
Kool Cigarettes
Ladies Home Journal
Lone Star Beer
Musterole
O. J. Beauty Lotion
Pic Sweet Frozen Food
Red Arrow Drugs
Robert Hall Clothes
Shampoo Curl

Plus a choice list of local advertisers.

Webb Hunt Shows:
"Portcity Popcert"
8:30 to 10:00 a.m.
Mon. thru Fri.

"Music Maker"
7:05 to 8:15 a.m.
Mon. thru Fri.

For information call
FORJOE
National Representative

or DAVE MORRIS
General Manager
at KEystone 2581

"RADIO RANCH"
P. O. Box 2135

NEWSCASTS

Most Important Service, Carolina Assn. Told

NEWS is a front-line facet of radio, commercially and as a public service, and to be effective needs a competent and well-trained news staff, according to opinion registered at the first annual news clinic of the Carolinas News Directors Assn., sponsored by the U. of North Carolina.

Sessions were held in the university's Communication Center and covered various phases of radio news as seen from the local station viewpoint. Harold Essex, WSJS Winston-Salem general manager, told the 80 broadcasters and newsmen attending that "news is radio's most important single service . . . 74% of the people who listen to radio, rate news as their first choice of what radio offers."

Mr. Essex, who took part in a panel discussion at the clinic, held Feb. 17, with Richard Mason, WPTF Raleigh general manager, and Fred Fletcher, WRAL Raleigh general manager, underscored the need for a well-organized news department with trained staffers in order to balance adequately the community's requirements for local, national and international news. The competent newsman, he explained, will "pay his way very quickly not only in added prestige for your station, but in dollars and cents. . . ."

In addition to being one of the most listened-to radio features, news also is very salable and has a "terrific sales impact," Mr. Essex pointed out.

Another speaker, Elmer Oettinger, WNOA Raleigh news director, outlined what the association is doing to promote radio news coverage in the Carolinas.

CBS Commentator Edward R. Murrow spoke at the luncheon session, stressing the importance of adequate, intelligent news coverage by responsible newsmen, both on the network and local level. He spoke again that night at a public meeting on campus under sponsorship of the Carolina Student Forum.

May Extend

Discussed was the possibility of extending the association to cover Virginia. President F. O. Carver Jr., WSJS news director, reported board of directors' endorsement and revealed that he and John Eure, WDBJ Roanoke news director, were conducting a survey to determine interest in the state.

Participants of a panel on the news department's effect on public service included Chairman Dick Brown, WEWO Laurinburg news director; Jim McNeill, WTSB Lumberton general manager; George Allen, WSAT Salisbury news director.

Meaning of news in dollars and cents was chairmanned by Nick Mitchell, WFBC Greenville, S. C., managing editor, with Jim Dalrymple, WEWO general manager; Gren Seibels, WMSC Columbia news director.

What the university's Communication Center and the School of Journalism can do to equip radio newsmen was discussed by J. L. Morrison, assistant professor of the school of journalism, chairman; Earl Wynn, the center's director; John Young, manager, proposed UNC campus station, WNCU.

"LIKE AN ELEPHANT DRIVE"
says SHOOSTER'S DRIVE-IN

Never expected such results from local radio station

It was good salesmanship rather than desperation that convinced Shooster's Drive-In Restaurant, Ninth Street, Chester, to use WPWA, Chester, Penna. But desperation was the "rule" in the restaurant industry at that time, a few short months ago.

Restaurant sales were off 7% to 10% according to the National Restaurant Association.

MR. SHOOSTER

28% INCREASE

The first few months Shooster's used WPWA, sales increased 9%. At the end of one year, sales were up a neat 28%, despite industry-wide losses. No change in prices, no change in policies, no change in menus. WPWA, alone, was responsible for this profitable sales increase.

Why not re-examine your time-buying habits? What Philadelphia station could increase a suburban business by 28%? You *must* schedule WPWA to cover the Delaware County and Chester, Penna., area. The best availabilities go to *conscientious* time buyers!

WPWA

DELAWARE COUNTY'S *FIRST* STATION

1590 on the dial, *FIRST* in the hearts of listeners

CHESTER, PENNA.

Represented By
NATIONAL TIME SALES, 17 E. 42nd Street, New York City

RACING BODY

Delays Result Reporting

THE Florida Racing Commission has ordered a 20-minute delay in transmission of race results from Florida tracks in what was intended as a blow against gambling racketeers. Effectiveness of the order was questioned when subsequently it was learned bookies were getting results 10-15 minutes after each race.

The rule, which was effective Feb. 19, applies to both radio stations and newspapers. Only results of the last race each day and the feature race on Saturdays may be sent out immediately.

The order drew prompt fire from AP, which claimed it constitutes "a form of censorship." Frank J. Starzel, AP general manager, said the rule penalizes legitimate news operations and reported the Florida Utilities Commission and AP had conducted an investigation which led to the conclusion that AP dispatches "are not the source of bookmakers' information."

'PRAISE THE LORD'

New Twist to P. I.

PER INQUIRY advertising has been offered to stations from outfits selling everything from alphabet soup to zylophones, but last week KOB Albuquerque, N. M., received an offer that topped them all.

One S. D. Anderson, a resident of Gamerco, N. M., but otherwise unidentified, sent the station a copy of a prayer which he thought it would be nice for KOB to broadcast. The prayer closed with a plea for contributions from listeners.

"And if you receive more than your charges," Mr. Anderson wrote KOB, "you may send me any amount you wish for my service and expense."

KOB, which dislikes P.I.'s, turned the man down.

ELECTRONICS equipment plant, which together with facilities is expected to cost about $15 million, will be constructed near Utica, N. Y., by General Electric Co., firm has announced.

SENDING on its way a new two-year contract with A. C. Nielsen Co. for local AM ratings is Frank P. Schreiber (r), manager, WGN Inc., Chicago. With him is C. G. Shaw, Nielsen vice president.

NEW QUARTERS

For KMBC and KFRM

KMBC and KFRM Kansas City, Mo., have moved to new quarters at 222 W. 11th St. Arthur B. Church, president, Midland Broadcasting Co., timed the move to coincide with KMBC's 23rd anniversary as a CBS affiliate.

Removal of equipment from the Pickwick Hotel on Feb. 21 was begun at midnight after KMBC left the air. Transition was complete at 5:55 a.m., so that both stations were able to return to the air from their new quarters with no loss of broadcast time.

Equipment Stolen

THEFT of equipment from two North Carolina stations was reported here last week. WSAT Salisbury reported that burglars carried off about $2,000 worth of equipment. The thieves, in an oddly considerate way, left the station enough equipment to continue on the air. On the same night, Feb. 20, burglars broke into nearby WBUY-AM-FM Lexington, and stole equipment including a Magnecorder with amplifier and a Baker-Williamson distortion meter.

"My 1950 BBM is a dinger . . . 117,960 radio homes! I'm your best buy on the Coast—"

TOP DOG!

allied arts

WILLIAM M. MERTZ Jr. named Chicago representative of Frederic W. Ziv Co., succeeding **STANLEY LEVEY** who resigned to take charge of night-time sales at KMOX St. Louis. Mr. Mertz is former manager of C. P. MacGregor Transcription Sales.

RANDALL LARSON, producer and film director WBNS-TV Columbus, Ohio, to head branch office being opened in San Francisco about March 15 by Sterling Television Co. New office to service TV stations in San Francisco, Los Angeles, San Diego, Seattle, Salt Lake City, Phoenix, and Albuquerque, and also offer package programs direct to agencies. President **SAUL J. TURELL** said additional offices contemplated in Detroit and Texas.

ALBERT ZUGSMITH, newspaper and TV consultant, has moved to new offices at 118 S. Beverly Drive, Beverly Hills, Calif. Telephone, Crestview 4-4215.

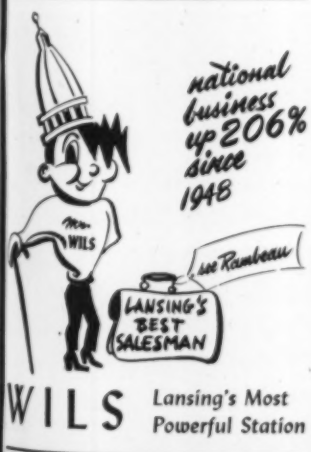
PUBLICIDAD MEXICO, S. A., Mexico, D.F. (publicity and public relations), has opened offices at Insurgentes 16. Telephone 36-36-79.

RADIO FEATURES' N. Y. office moves to larger quarters at 40 E. 41 St. Staff, headed by **JACK ARDEN**, collects prizes for giveaway shows syndicated by the Chicago firm including *Tello-Test*, *Tune-Test*, *Foto-Test* and *Miss U. S. Television* contest.

VOYLE GILMORE, sales representative Capitol Records Inc., L. A., to firm's artists and repertoire department. He replaces **LOU BUSH**, resigned effective March 15 to concentrate on outside arranging and conducting.

Equipment . . .

TELEFEX, L. A. (manufacturer rear projection process backgrounds for TV shows), introduces act-type projector that gives sharper picture and covers wider area than that provided by incandescent light. New development being used by ABC Hollywood for its Vitapix shows.



WILS *Lansing's Most Powerful Station*

GENERAL RADIO Co., Cambridge, Mass., announces new amplifier, providing maximum output of 15 watts with less than 0.2 volt input. Type 1233-A power amplifier has specific application in driving of supersonic generators.

HUGHEY & PHILLIPS Tower Lighting Division, L. A., moved to new and larger quarters at 4075 Beverly Blvd. Telephone, Normandy 3-2247.

F. K. McCUNE, assistant general manager nucleonics department General Electric Co., appointed manager of engineering large apparatus division, Schenectady. He succeeds **ERNEST E. JOHNSON**, named general manager of general engineering laboratory. **WILLIAM E. JOHNSON** named to succeed Mr. McCune in nucleonic department. **Dr. MARTIN A. EDWARDS**, associate engineering manager in charge technical division general engineering laboratory, named engineering manager for laboratory.

THE MAGNAVOX Co., Ft. Wayne, Ind., opening West Coast parts department to supply Magnavox television, radio-phonograph and record changer components to Magnavox dealer and service agencies in western states. Headquarters will be at 2424 E. 8th St., L. A.

NATIONAL ELECTRONIC Mfg. Corp., Astoria, L. I., moves to new and larger quarters at 4202 Vernon Blvd., Long Island City, N. Y.

Technical . . .

EUGENE HARPER appointed video engineer WDSU-TV New Orleans.

SIR BASIL WALTERS, director of technical development television section British Broadcasting Corp., will be guest of ABC Television Center, Hollywood, March 26, during visit to U.S.

JAMES MURPHY, sound man CBS Hollywood, named technician for network.

EDWARD WASHBURN KELLOGG, retired RCA inventor, awarded honorary membership in Society of Motion Picture and Television Engineers, making him one of four living persons who have received this award. He now acts as consultant for RCA.

WALLY SCHWENTSER, KMTV (TV) Omaha, named engneering supervisor for station.

DON GESNER, cameraman KSTP-TV St. Paul, Minn., called to active duty with Air Force.

CBC Board Meeting

MARCH MEETING of the board of governors of the Canadian Broadcasting Corp. will be held at Ottawa, March 15-17. While no agenda has been announced as yet, there will be a number of applications for AM stations to be heard which were deferred from the January meeting. It is also expected that by that time the report of the Royal Commission on Arts, Letters and Sciences will have been released for discussion by the board.

ILLINOIS GOV. Adlai E. Stevenson enjoyed himself Feb. 23 when he attended the Illinois Broadcasters Assn. meeting in Springfield [BROADCASTING • TELECASTING, **Feb. 26**]. **Discussing radio matters are (l to r) Oliver Gramling, assistant general manager of Associated Press; Gov. Stevenson, Charles C. Caley, WMBD Peoria, IBA director (behind the governor); Ray Livesay, WLBH Mattoon, newly-elected IBA president; Harold Safford, WLS Chicago, retiring IBA president, and Leslie C. Johnson, WHBF Rock Island, retiring IBA vice president (also see IBA story this issue).**

LONDON IAC

To Cover Advertising Tasks

TASKS of advertising in a free world will furnish the theme of the International Advertising Conference in London, July 7-13.

Delegates from 35 countries are expected to attend the meeting, first of its kind to be held in London since 1924.

Each of the first four business days will cover a different task for advertising, the fifth day will be devoted to a summation of the accomplishments of the delegates.

Personnel in the United States planning to attend are advised to make travel reservations soon and to register through Elon G. Borton, chairman, American Advisory Committee, c/o Advertising Federation of America, 330 W. 42d St., New York 18, N. Y.

Broadcast Engineers!

Attend Broadcast Day at IRE Nat'l. Convention & Radio Engineering Show

Tuesday, March 20th has a special group of papers for Broadcast Engineers:

• **Symposium: BROADCAST TRANSMISSION SYSTEMS—Morning**

General Meeting
"Master Control Facilities for a Large Studio Center"—*R. H. Tanner*
"Cathode-Ray Oscillography in AM, FM, and TV Broadcasting"—*P. S. Christaldi*
"Optimum Performance of Sectionalized Broadcasting Towers"—*C. E. Smith*
"Increased Economy and Operating Efficiency of Television Broadcast Stations Through Systemic Design"—*R. A. Isberg*
"Technical Considerations of Television Broadcasting"—*G. E. Hamilton*

• **Symposium: PANEL DISCUSSION ON THE "EMPIRE STATE STORY"**

Afternoon

A detailed discussion of the electronic, electrical, architectural, and mechanical constructional features of the Empire State broadcasting facilities by a group of specialists who are specifically involved in the activity.

• **Symposium: COLOR TELEVISION—Evening**

A panel of several leading engineers from companies currently engaged in color television research and development will discuss the most recent technical advances which have been achieved in their respective laboratories during the past year.

IRE Member Registration $1. Non-member $3.

AS EXHIBITED AT THE-

Radio Engineering Show
Grand Central Palace
New York City
Our 1951 Advance
March 19-22 1951

267 Exhibits

Many including Audio, Communication and Broadcast Equipment.

The Institute of Radio Engineers

1 East 79th St., New York, N. Y.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

KSWM
CBS in
JOPLIN, MO.

Mr. William Nagler, Jr.
N. W. Ayer and Son, Inc.
Philadelphia, Pa.

Dear Billy:

Tho't y'ud like ter know thet th' Hooper Report fer December an' January shows thet WCHS has th' greatest share uv th' audience in ALL rated time periods. Yessir, Billy, mornin' after noon er night; weekday er weekend, WCHS is ahead—an' way ahead, too! Why, fer th' total rated periods th' WCHS share wuz more'n two an' a half times thet uv th' nextrankin' station—an' there's five stations in town! Now ain't thet sumpthin'? Y'orta be awful glad yuh got them new No-Rinse Surf spots on West Virginy's number one station!

Yrs.
Algy

WCHS
Charleston, W. Va.

POLITICAL 'CENSORSHIP' Case to SCOTUS

APPEAL to the U. S. Supreme Court was taken last week from an appellate court ruling that the Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates for office.

Petition for writ of certiorari was filed last week by Westinghouse Radio Stations Inc. (KYW), WCAU Inc. and Triangle Publications (WFIL), all Philadelphia. The decision in the case of *Felix v. Westinghouse etc.* was handed down Dec. 20 [BROADCASTING • TELECASTING, Dec. 25, 1950].

Originally the district court ruled that censorship bans in Section 315 of the Act applied both to a candidate and to his authorized representative. The U. S. Court of Appeals, Third Circuit, reversed this ruling and held the prohibitions applied only to the candidate personally and did not include either his authorized agents or supporters in general.

Speeches Made in 1949

David H. Felix, Philadelphia lawyer, filed suit for alleged defamation following radio speeches delivered Oct. 24-25, 1949, by William F. Meade, chairman of the Republican Central Campaign Committee of Philadelphia. Mr. Meade was not a candidate but was authorized to speak on behalf of candidates.

The three stations contended Section 315 forbids them from censoring such speeches. The district court so ruled, only to be reversed by a three-judge appellate court. Petitions for rehearing were dismissed.

Counsel for the stations, in the brief, argue the issue "is at the heart of the democratic process in a modern political campaign, to wit, the degree to which the protagonists in the campaign are subject to censorship by the owners of radio stations. Petitioners urge that the utmost freedom from censorship in political matters is in the public interest, and that is the view taken by Judge Kirkpatrick (district court). It is also the position of the FCC (Port Huron Broadcasting Co., WHLS).

"The censorship clause is part of the provision for equal opportunities to all candidates. The two are of equal breadth of coverage. The question of censorship of political speeches by radio broadcasting compaines is therefore intertwined with the rights, duties and prohibitions of radio stations in the matter of equality of charges and of allowance of time to be made to the contestants in the political campaign.

"This case is the first decision of a federal court on the point."

The issue also is important to persons who conduct political campaigns, it is pointed out, and involves the right of free speech.

Core of the controversy, according to the brief, is interpretation of the word "use" in Section 315. Legislative history of the Act is reviewed to support the contention that "use" should be interpreted in a restricted sense.

The appellate court's decision leaves broadcasters in a precarious position in connection with political broadcasters, according to attorneys familiar with the case. FCC has never stated a positive opinion whether broadcasts on behalf of candidates by others than candidates themselves are governed by Section 315.

TRUMAN AIDE

Leaves Gillett & Assoc.

COL. WILLIAM E. PLUMMER, technical consultant to the President's Communications Policy Board, has withdrawn from the partnership of Glenn D. Gillett & Assoc., consulting radio engineering firm. He has accepted an undisclosed defense post dealing with national security.

Col. Plummer, one of the country's foremost frequency allocation experts, has been serving as consultant to the communications board since early last August. He had been associated with Mr. Gillett in consulting engineering work since 1933. From 1940 to 1945 Col. Plummer served with the Signal Corps, working on frequency allocation problems. He became chief of the Communications Liaison Branch, which supervised Army allocation, and returned to the inactive reserves with the rank of colonel in 1945.

APS CONFERENCE

Broadcasters Attend

MORE than 75 broadcasters from North and South Carolina and Virginia attended the First Associated Program Conference held last month at Sedgefield Inn, Greensboro, N. C.

Maurice B. Mitchell, APS general manager, conducted the 3½ hour afternon session designed to help stations increase volume and overcome sales problems.

Morning session on programming was devoted to discussions by Jim Lucas, APS director of product development, and Les Biebl, Associated Program director. Harold Essex, general manager of WSJS Winston-Salem, presided as honorary chairman.

NARND MEET

Convention Site Undecided

BIDS for the 1951 convention of the National Assn. of Radio News Directors have been received from 26 cities, it was announced last week. Ben Chatfield, WMAZ Macon, Ga., NARND president, said that invitations for the convention have more than tripled since last year.

Site decided upon will be announced when the board of directors meets in Chicago in April. Lowell Thomas, a principal speaker at the 1950 convention in Chicago, has reportedly issued a special invitation to have the convention at his home in Pawling, N. Y.

McCarthy vs. Pearson

CHARGE by Sen. Joseph R. McCarthy (R-Wis.) that ABC Commentator Drew Pearson has been recipient of military secrets from the Pentagon is now in the hands of the Justice Dept. [BROADCASTING • TELECASTING, Jan. 29]. Secretary of the Army Frank Pace Jr. has announced transferral of the case from his department to the Justice Dept. Secretary Pace told Sen. McCarthy that the Army's probe of the incident has been completed with "negative results."

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IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA CALIF.

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for station WTTH," say the farmers from Michigan's great Thumb district.

- First with the latest news
- 2 Daily farm programs
- Best in entertainment

ABC NETWORK
Represented by Weed & Co.

WTTH
Radio Station of the Port Huron Times-Herald

programs promotion premiums

NEWSCAST CONTEST ● ●

KWHW Altus, Okla., in cooperation with Lee Office Equipment, Altus, have made public speaking and radio experience available to local high school juniors and seniors. One student each week collects commercials from sponsor and edits news for 15-minute show. Students work hand-in-hand with station preparing show. Winner will be given portable typewriter.

SPOTS PUSH RADIO ● ● ●

WDOD Chattanooga using spots to combat sets-not-in-use figure. Station points out "Keep Your Radio On Every Minute and . . . Every Day," so that listeners can keep abreast of world events.

TOPFLIGHT SHOW ● ● ●

KIWW San Antonio, *International Hour*, Sat. 11:30 a.m., program honors some outstanding individual man or woman, who has made a noteworthy contribution to welfare of others without consideration of color, race or creed. Person so honored is named "The Good Neighbor of the Week" and is given citation.

SHARP PROMOTION ● ● ●

KTTV (TV) Hollywood sending trade five page promotional booklet. Front page shows expressionistic drawing of barker, and bears words "An extra come-on for customers." Inside pages contain block ads for programs carried by station with similar drawings and photographs of stars featured, used as regular newspaper promotion. First inside page of folder further reads . . . "when you buy time on KTTV you know your advertising message will be seen on television by hundreds of thousands of your potential customers . . . at KTTV you get an advertising 'extra'—the station's continual, long-range newspaper promotion of every program."

PERIMETER BROCHURE ● ●

METROPOLITAN Network, including five "perimeter" stations serving Washington market, describes its unique operation in file-folder brochure sent to trade. Network explains it offers facilities of five outlets at unit buy with 50% saving over combined individual rates. Audience, market and rate data are included. J. Douglas Freeman is commercial manager of Metropolitan.

★ ★ ★ ★ ★ ★ ★

SNOWED under with over 25,000 letters and postcards received by WKOP Binghamton, N. Y., during a week-long contest, this pretty receptionist begins the task of sorting them out. Listeners in the area were asked to send their Social Security number with a $100 dollar prize for the person coming closest to the "mystery number" locked in the station safe. It took WKOP three days after the contest closed, and the help of four extra mail clerks, to select the winner.

★ ★ ★ ★ ★ ★ ★

VET HOSPITAL ● ● ●

WSGW Saginaw, Mich., inaugurated new public service series Feb. 10 from city's new $5 million Veteran's Hospital. Every Saturday afternoon, show will originate from hospital's modern radio studio, featuring "Uncle Don" Andrews and patients appearing as guest disc jockeys.

TITLE FIGHT ● ● ●

WSAZ Huntington, W. Va., Feb. 14, in cooperation with *The Huntington Advertiser* and local Philco dealer, set up television sets in arena where *Advertiser* was staging Golden Gloves bouts, so fans could see the LaMotta-Robinson title fight from Chicago. Sets were placed in the arena so spectators attending would not miss either event. WSAZ-TV carried the fight locally.

GRIDIRON AWARDS ● ● ●

WDIA Memphis sponsored "WDIA Gridiron Great Contest" for six best football players in local Negro high schools. Coaches and principals rated boys for the award. In addition they had to receive majority vote by students at their schools. Station distributed printed sheet with pictures of winners and explanation of contest. Contest was conducted to promote "friendship and understanding" among the people of Memphis. Each winner was awarded gold wrist watch.

RADIO COURSE ● ● ●

WDET (FM) Detroit cooperating with local labor unions in radio technique course. Station helps with all phases of program and donates facilities for shows. Dodge Local 3 has presented *Letter From Local 3* over station.

TRANSIT FM ● ● ●

KXOK-FM St. Louis sending advertisers and trade brochure inviting them to look into Transit Radio. Cover resembles front of bus with window cut out and picture of women looking through and is headed "Here is your perfect prospect. . . . " Inside gives purpose of Transit Radio and audience it reaches.

'BOMBING' COVERED ● ● ●

KCBS San Francisco presented special broadcast of mock bombing attacks on West Coast. Bill Dorais, KCBS newsman, broadcast bird's eye view of raids from jet fighter. KCBS News Director Bill Nietfeld arranged show.

FREE TIME ● ● ●

WMAQ Chicago gave clients promotional announcements last year worth $1,121,105, John Keys, promotion manager of WMAQ (AM) and WNBQ (TV), reported. Gift certificates were mailed to local and network clients calling their attention to quantity and cash value of free spots aired on both stations. Total of 16,058 promotional announcements were broadcast on WMAQ, while 4,358 were telecast. The TV spots had rate card value of $349,777. Harry C. Kopf, NBC Central Division vice president and general manager of both stations, signed the certificates.

CATHOLIC Broadcasters Assn's promotion committee reports that recent survey showed that *Rosary on the Air* is being heard in more than 5,000 cities and communities.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

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Network Calibre Programs at Local Station Cost

NOT MUCH WAVING IN BANNER (Ky.)!

Banner is one place we don't WAVE in Kentucky. We don't have the power—or, frankly, the inclination!

Instead, our colors fly high over the rich Louisville Trading Area. Night and day we WAVE a galaxy of NBC and local stars—pull a tremendous audience in the 27 important Louisville-area counties, which account for nearly as much *business* as all the rest of the State, put together!

So roll up Banner, and WAVE Louisville! There's a *lot* stirring, around here!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

KBIS ON AIR

Marmat Opens AM Outlet

KBIS Bakersfield, Calif., new 1 kw independent on 970 kc, licensed to Marmat Radio Co., started operating Feb. 28. Studios are located at 957 Oak St., which also houses Marmat's KMAR (FM), founded last year.

James L. McDowell is general manager, with Guy Marchetti, assistant manager. James E. Rennie is commercial manager and George Crofford program director. Richard Sampson is chief engineer. New station has joined Southern California Broadcasters' Assn., Hollywood, as its 55th member.

NEW STATION

Makes Toronto's Sixth

CKFH Toronto, new 250 w station on 1400 kc, went on the air Feb. 21 to become the sixth Toronto station. Owner Foster Hewitt, Canadian sports commentator, has been broadcasting hockey games and other sporting events for over 25 years, first with former CFCA, then owned by the Toronto *Daily Star*, and later with Canadian network.

His 22 year old son, Bill, who has had experience at various Canadian stations, will head the sports and special events department. CKFH will be on the air 24 hours daily, seven days a week.

Frederick Schmidt

FREDERICK SCHMIDT, who broadcast Voice of America messages to Germany, died Feb. 18 in New York, a short time after he was stricken while working on a broadcast. Widely known in Germany as Fred Williams, he had been singled out for attack by the Soviet Union on several occasions in recent years when his commentaries aroused German public opinion. He was editor and political commentator of the German section for Voice of America. Mr. Schmidt leaves his widow, Edith, and a daughter, Dorothy.

FCC actions

FEBRUARY 23 TO MARCH 1

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KLWN Lawrence, Kan.—License for CP new AM station.

WFMD-FM Frederick, Md.—License for CP changes in FM station.

WFMY-TV Greensboro, N. C.—License for CP new TV station and change studio location.

Modification of CP

KOOK Billings, Mont.—Mod. CP new AM station for extension of completion date.

WELI-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WLEU-FM Erie, Pa.—Mod. CP new FM station for extension of completion date.

WJBY-FM Gadsden, Ala.—Mod. CP new FM station to change ERP from 1.5 kw to 2.7 kw, ant. from 500 ft. to 79 ft. etc.

WTTV (TV) Bloomington, Ind.—Mod. CP new TV station to change ERP from 6.38 kw vis. 3.31 kw aur. to 43.2 kw vis. 21.6 kw aur., install new trans. etc.

Assignment of License

KWEW Hobbs, N. M.—Assignment of license from W. E. Whitmore to W. E. Whitmore and Harry McAdams AMENDED to change name of transferee to W. E. Whitmore and Harry McAdams d/b as Whitmore & McAdams.

Change Location

WWHG (formerly WLEA) Hornell, N. Y.—CP to change trans. and studio location and install new trans.

License Renewal

Following AM stations request renewal of license: WIBV Belleville, Ill.; KSIB Creston, Iowa; WHPE High Point, N. C.

February 27 Decisions . . .

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

Adelaide Lillian Carrell, Flint, Mich.—Granted leave to amend application to revise DA; dismissed petition as it requests reconsideration of order making WBIG party to proceeding.

Ripley Bcstg. Co., Ripley, Tenn.—Granted extension from Feb. 21 to March 13 in which to file exceptions to initial decision issued in proceeding on its application and that of Lemoyne College, Memphis, Tenn.

WHUM Reading, Pa.—Granted leave to intervene in proceeding on applications of Easton Pub. Co., Easton, and Allentown Bcstg. Corp., Allentown, Pa.

Marshall Formby, Spur, Tex.—Granted acceptance late written appearance in proceeding on his application.

By Comr. Paul A. Walker

In Matter of Revocation of License of WRIA Caguas, P. R.—On Commission's own motion, hearing continued from March 5 to March 19 at Caguas.

By Comr. Robert F. Jones

WTNJ Trenton, N. J.—Granted continuance of hearing in matter of revocation of license, from Feb. 26 to March 16 at Trenton.

By Examiner James D. Cunningham

Logan Bcstg. Corp., Logan, W. Va.—Granted continuance of hearing on its application from March 1 to June 4.

By Examiner Fanney N. Litvin

KOA Denver—Granted extension to March 28 in which to file proposed findings and conclusions in Dockets 9227 et al.

Lakewood Bcstg. Co., Dallas, Tex.—Granted extension to March 5 in which to file proposed findings in proceeding on its application and that of Charles L. Cain, Grand Prairie, Tex.

The Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted Feb. 19 continuance of further hearing on its application; hearing scheduled Feb. 26 continued to date to be announced by public notice after decision of Commission on appeal from ruling of Examiner of 2/16/51, by the Rural Bcstg. Co. of Ohio; said date for further hearing to be not less than one week after decision on said appeal, as may be consistent with calendar of examiner.

Charles L. Cain, Grand Prairie, Tex.—Granted Feb. 16 extension to Feb. 23 in which to file proposed findings re his application and that of Lakewood Bcstg. Co., Dallas, Tex.

By Examiner Jack P. Blume

Radio Sumter, Sumter, S. C., and WSOC Charlotte, N. C.—Granted Feb. 23 continuance of hearing, presently scheduled Feb. 26, in proceeding on applications of Radio Sumter and that of WSOC; hearing continued indefinitely.

By Examiner Elizabeth C. Smith

WALE Fall River, Mass.—Granted correction of transcript of hearing on its application.

BY THE SECRETARY

Granted American Bcstg. Co. following renewal of licenses on regular basis to Nov. 1, 1952: KA-4642, 4643, area San Francisco; KA-4657, Chicago; KA-4648, 4653, 4654, New York. Granted following renewal of licenses on regular basis to Nov. 1, 1952, subject to change in frequency which may result from proceedings in Docket No. 6651: KA-4647, area San Francisco; KA-4663, 4663, Chicago; KA-4633, KA-4637, KA 3152-3, New York.

Vir N. James, Salida, Colo.—Granted license new remote pickup.

American Bcstg. Co., Los Angeles—Granted CP and license for new TV STL KMD-95.

Portsmouth Radio Corp., Portsmouth, Va.—Granted mod. license KA-3519 to specify frequency 26.19 mc in addition to 26.39 mc.

American Bcstg. Co., Los Angeles—Granted CP change frequency KMD-96 to 7000-7025 mc. to change type station from TV pickup to TV STL and change trans. location from mobile area of Los Angeles, to 4151 Prospect St., Los Angeles.

KWAX Eugene, Ore.—Granted mod. CP make changes in ant. system educational station.

Following were granted mod. CPs for extension of completion dates as shown: WNBT New York, to 6-1-51 cond.; KGMO Cape Girardeau, Mo., to 3-14-51; KOA-FM Denver, to 5-1-51 cond.; KFVS-FM Cape Girardeau, Mo., to 8-25-51; KSBR San Bruno, Calif. to 8-15-51; WHP-FM Harrisburg, Pa., to 4-26-51 (cond.); WIOD-FM Miami, to 4-22-51 (cond.).

KWKW-AM-FM Pasadena, Calif.—Granted assignment of license to Marshall S. Neal, Paul Buhlig, M. B. Buhlig, Edwin Earl and William J. Beaton, limited partnership, d/b as Southern California Bcstg. Co. No ownership change.

City of Dallas, Tex.—Granted licenses for new remote pickups KA-7270, 7266, 7267, 7268, 7269.

Lake Bcstg. Co., Gary, Ind.—Granted license new remote pickup KA-7078.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted license new remote pickup KA-7737.

Attleboro Radio Assn., Attleboro, Mass.—Granted CP new remote pickup KA-7929.

City of Dallas, Tex.—Granted CPs for remote pickups KA-8429, KKE-704, KA-8430.

Armstrong County Bcstg. Corp., Kittanning, Pa.—Granted CP new remote pickup KGB-543.

Donald Treloar, Kalispell, Mont.—Granted CP new remote pickup KA-8431.

KNPT Newport, Ore.—Granted mod. CP change type trans.; cond.

KTYL Mesa, Ariz.—Granted license covering change frequency, increase power, etc. (1310 kc 500 w-N 1 kw-LS DA-N unl.).

KSAC Manhattan, Kan.—Granted license install new trans.

KWCO Chickasha, Okla.—Granted license for unl. DA-N and change studio and trans. locations.

WATG Near Ashland, Ohio—Granted license new AM station; 1340 kc 250 w unl.

Armstrong County Bcstg. Corp., Kittanning, Pa.—Granted license for new remote pickup KA-8252.

WSTV-AM-FM Steubenville, Ohio—Granted mod. license change name of licensee to WSTV Inc.

KADA Ada, Okla.—Granted CP install new trans.

KGGF Coffeyville, Kan.—Granted CP install old main trans. as aux. on 690 kc with 1 kw DA-2.

KBLI Blackfoot, Ida.—Granted mod. CP change type trans. and change lighting specifications.

WTCN-AM-FM-TV Minneapolis—Granted mod. licenses change names of licensee to Mid Continent Radio-Television Inc. No ownership change.

WRAG Carrollton, Ala.—Granted mod. CP for approval of ant. and trans.

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The ACI Windometer is in use by airlines, govt., yachtsmen, flyers, industry — self contained—complete precision units—continuous reading—Send for free booklet — write Dept. K-3 $89.50
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d main studio locations and change e trans.
WBB New Smyrna Beach, Fla.—nted mod. CP for approval of ant. trans. and main studio locations change type trans.
WDMJ Marquette, Mich.—Granted d. CP for extension of completion e to 8-22-51.
KXLA Pasadena, Calif.—Same to 6-51.
KRES St. Joseph, Mo.—Same to 5-51.
KIHR Hood River, Ore.—Granted li-se new AM station; 1340 kc 250 w, .
Donald W. Howe, Ware, Mass.—nted request that dismissal of KA-11 on 1-30-51 be set aside and amend-nt executed 1-30-51 be accepted for g, and that CP be authorized in rdance with following: frequency kc mc; power: 50 w; emission: 60F3; hours Sec. 4.403; trans. location: mobile, area Ware, Mass., to be used with WARE Ware.
WJIM Inc., Detroit—Granted CP new TV inter-city relay KQC-37.

February 27 Applications . . .

ACCEPTED FOR FILING

License Renewal

License renewal applications filed by: WJJD Chicago; WHO Des Moines; KENT Shreveport, La.; KREW Sunnyside, Wash.; WJJJ Montgomery, Ala.; KGAF Gainesville, Tex.

License for CP

WDEL-FM Wilmington, Del.—License to cover CP new FM station.

Replace CP

WEWO-FM Laurinburg, N. C.—CP to replace expired CP new FM station.

Modification of CP

KOMA-FM Oklahoma City—Mod. CP new FM station change frequency from 105.9 mc to 94.7 mc, ERP from 3.3 kw to 57.25 kw, ant. from 300 ft. to 900 ft.
KCBS San Francisco—Mod. CP change frequency etc. for extension of completion date.
WFSS (FM) Coram, Long Island—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1410 kc

KMYC Marysville, Calif.—CP change from 1450 kc 250 w unl. to 1410 kc 1 kw unl. DA-N.

APPLICATIONS RETURNED

KALT Atlanta, Tex.—RETURNED application for assignment of license from Herman H. Wommack Jr. and David A. Wommack d/b as Ark-La-Tex Bcstg. Bcstg. Co. to Herman H. Wommack Jr., David A. Wommack and Robert S. Bieloh d/b as Ark-La-Tex Bcstg. Co.
WDWD Dawson, Ga.—RETURNED application for license renewal.

APPLICATION DISMISSED

WWHG (formerly WLEA) Hornell, N. Y.—DISMISSED application for CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N.

February 28 Applications . . .

ACCEPTED FOR FILING

AM—1430 kc

Ionia Bcstg. Co., Ionia, Mich.—CP new AM station 1430 kc 1 kw D AMENDED to request 500 w D.

License Renewal

License renewal applications filed by: WAPI Birmingham, Ala.; WMMB Melbourne, Fla.; WLBB Carrollton, Ga.; WCNT Centralia, Ill.; KNEX McPherson, Kan.; KFGR Forest Grove, Ore.; WMEV Marion, Va.; KOMO Seattle, Wash.; WWVA Wheeling, W. Va.; WRHI-FM Rock Hill, S. C.

License for CP

WSLB-FM Ogdensburg, N. Y.—Li-

(Continued on page 88)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager wanted. Rural Virginia 250 watt fulltime network affiliate. Now breaking even. Must be capable and willing. Moderate salary and liberal share of profits. State qualifications first letter. Box 932H, BROADCASTING.

Station manager with sales experience wanted by Florida station in one station town of 12,000. Good salary plus percentage of profits, send photograph and availability for interview, preference shown to one holding first class license, Box 964H, BROADCASTING.

If you think sales, breath sales, sell sales, then you are the man for us. Write Texas ABC station. Box 44I, BROADCASTING.

250 watt local has immediate opening for sales manager. Ability to announce and do sports desirable, but not necessary. Contact Bill Tedrick, KNEM, Nevada. Missouri.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous market. Only station in area. Radio background essential. Salary plus commission. Must have car. Box 813H, BROADCASTING.

Salesman for 5 kw independent station in one of the most beautiful cities in the east. Major market—unlimited opportunity. Pleasant working conditions, congenial staff. Salary and commission. Family man preferred. Write Box 7I, BROADCASTING.

Experienced salesman-copywriter. Guarantee $75.00 minimum right man. Old established ABC affiliate single station market. Midwest. Box 34I, BROADCASTING.

Not satisfied with $100 a week? Potential sales manager? Good. There's a future here in New England for a real producer. Good salary and liberal bonus. Box 38I, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

Sales man or woman. Independent AM-FM. State experiences and references. Contact direct WATG, Ashland, Ohio.

Announcers

Long established NBC affiliate has opening for top morning man of proven ability. Must have definite air personality, ingenuity and ability sell copy. Good opportunity for solid, draft exempt man seeking permanent connection with a leading station. Send disc, photo and complete outline qualifications. WSAV, Savannah.

Experienced announcer-copy writer. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Salary open, dependent upon qualifications. Box 830H, BROADCASTING.

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

Immediately — Combination man for network station in Georgia. State salary, background and disc first letter. Box 777H, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer with first class license. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Salary open, dependent upon qualifications. Box 831H, BROADCASTING.

Wanted: Combination announcer-engineer. Immediate opening. Southwest. Exceptional climate. Box 837H, BROADCASTING.

Immediate opening, combination announcer-engineer holding first phone. Exceptional opportunity, northeastern Michigan. Box 930H, BROADCASTING.

Minnesota station needs announcer with first class ticket. Car necessary. Good salary for good man. Send reply to Box 960H, BROADCASTING.

Announcer needed April 1st for AM-TV station in midwest city of 125,000. Must have at least two years commercial experience. Send letter with references and disc to Box 31H, BROADCASTING.

Iowa network affiliate has opening for announcer-salesman. Must be able to produce. Send full details to Box 73I, BROADCASTING.

Announcer with first class license. Experience unnecessary. Immediate opening. Start $225. Write, wire, phone Manager, KCID, Caldwell, Idaho.

Wanted: Announcer-engineer. Must be good at both, with good salary to right person. KLIC, Monroe, La.

ABC affiliate station desires combination announcer-engineer immediately. Send disc, photo and particulars. KVOC, Casper, Wyoming.

Immediate opening for announcer with first ticket. $55.00 for forty hour week. Pleasant working conditions. Car helpful but not necessary. Opportunity for advancement. Dependable man, no drifters or drinkers. Apply WACA, Camden, S. C.

Morning combo man to do news and transcribed programs. Long salary, short hours, send full particulars or apply in person. WGYV, Greenville, Alabama.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Announcer, staff work. Board knowledge desired. Vet preferred. Interview necessary. WSYB, Rutland, Vermont.

Technical

Chief engineer, would take combination man if good announcer. Good salary. Write Box 983H, BROADCASTING.

Need transmitter operator, first phone. $50 per week. Box 999H, BROADCASTING.

Immediate opening chief engineer who can announce. State salary, experience, first letter. Box 6I, BROADCASTING.

Engineer — Experienced in equipment maintenance and directional arrays for 5 kw midwest station. We need a man of ability and a desire to do a good job. Salary, insurance, vacations and hours are good, but it's not for a lazy person. Will appreciate a snapshot along with outline of experience, education and references. Box 17I, BROADCASTING.

Wanted—Engineer-announcer, announcing experience helpful, not necessary. Opportunity to learn all phases of radio. Pleasant working conditions. Located southeast. Box 18I, BROADCASTING.

Chief engineer, midwest five kw directional. Send full particulars, education, experience, salary requirements. Box 46I, BROADCASTING.

Help Wanted (Cont'd)

Engineer-announcer needed at once. New 1 kw daytimer, southeast, near metropolitan market. Experience preferred but not essential. Box 55I, BROADCASTING.

Engineer-announcer. Experience on announcing. Good salary. Car necessary. Network affiliate Iowa. Box 72I, BROADCASTING.

Immediate opening licensed engineer to operate control room and transmitter, KSCB, Liberal, Kansas.

Engineer. First class license. Experience not necessary. Best working conditions. Need car. Ken Marsh, KWNO, Winona, Minnesota.

Combination engineer-announcer for 1000 watt ABC outlet in city of fifty thousand, new equipment, modern studios. Start sixty dollars with increases seventy dollars. Send disc to H. T. Duke, Radio Station WALB, Albany, Georgia.

Wanted: Man for transmitter and control board operation with 1st class ticket. Experience unnecessary. 250 watt fulltime ABC station. State minimum salary in reply. Write WHDL-AM, Olean, N. Y.

Transmitter man. First class license. No announcing. Daytime shift. Experience isn't necessary. Veteran preferred. Immediate need. WIRJ, Humboldt, Tennessee.

Announcer-engineer with first class license. Start $50 week. Rush full information, photograph and audition transcription to Brooks Read, WNAT, Natchez, Mississippi.

Production-Programming, others

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications, photo and salary expected to Box 755H, BROADCASTING.

Girl capable of taking charge of continuity department. Some air work. Pennsylvania 250 watter. Give full details first reply including disc, photograph, experience and salary requirements. Salary open, dependent upon qualifications. Box 832H. BROADCASTING.

Continuity writer wanted for AM-TV station in midwest city of 125,000. Must have experience. Send letter with copy samples and references to Box 30I, BROADCASTING.

Farm director to organize and operate farm service department for aggressive 5 kw midwestern, network affiliated station. Unusual opportunity for right man. Send complete details, including photo and salary requirements. Address Box 921H, BROADCASTING.

Midwestern network affiliate desires services of fully experienced radio newsman. Must have at least seven to ten years of news background and be capable of gathering, writing and presenting news on the air. Send complete details in first letter including training, previous experience, reference, present and expected salary and photograph. Do not send disc until requested. Write Box 945H, BROADCASTING.

Continuity writer—Midwest station desires experienced copywriter anxious to handle radio and TV. Good salary, 40 hour week, pleasant working conditions. Send qualifications and late photo to Box 5I, BROADCASTING.

Continuity gal. Could arrange some airtime. Car convenient, not necessary. Pleasant surroundings. Midwest. Experience necessary. Box 13I, BROADCASTING.

Woman reporter-writer wanted for AM TV station in midwest city of 125,000. Must be experienced. Send disc and copy samples to Box 32I, BROADCASTING.

Help Wanted (Cont'd)

Continuity director. Preferably female. Disc, photo, samples of copy. Box 68I, BROADCASTING.

Television

Salesman

TV salesman wanted in fast-expanding three-market television area. Only applicants with 5 years selling experience need apply. Give references; experience data, broadcast sales and other; marital status; salary requirement; etc. Reply by mail only: Station Manager, WSAZ-TV, Huntington 18, W. Va.

Situations Wanted

Managerial

Twenty years of constructive radio background as commercial manager. With the very best of references as to ability and character. Seeks job as manager or commercial manager of substantial station. Married, 45 years of age. Will go anyplace. Box 670H, BROADCASTING.

Can you top this? Took fourth station in 100,000 market within 18 months, made it first in listenership, local and national sales. Increased gross seven times. Halved expenses. Young, aggressive, college graduate, veteran and draft exempt. Presently employed. Desire tough market with real opportunity. Box 760H, BROADCASTING.

Manager-chief engineer—experience 20 years radio. Married, 43, children. South only. Box 862H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. Box 872H, BROADCASTING.

Program director regional network affiliate major southern market desires change with better advancement opportunity. College graduate. Eleven years experience major and small markets as general manager, program director, salesman and announcer. Box 937H, BROADCASTING.

Manager-salesmanager, 43, married, family. 18 years background radio, newspaper, department store advertising. College graduate, personable, mature judgment, seasoned campaigner. Now employed sales manager network station, desires challenging connection single station market under 30,000. Host workable ideas, abundance initiative, experience pioneering three stations. Good record, go anywhere, salary commission basis. Available reasonable notice. Box 2[illegible], BROADCASTING.

General manager, good business executive, strong on results, economical operation. Experience all phases, married. Box 50I, BROADCASTING.

Available, commercial manager-manager, 10 years experience, successful background. Sober, hard worker. Will give personal interview. Box 65I, BROADCASTING.

Salesman

Salesman-newscaster. Now in Missouri. Personal interview desired. $100 minimum. Box 40I, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Sports announcer, three years experience, married, draft exempt. Play-by-play baseball, football, basketball, top-rated sports review, news, commercials, DJ, board operation, all-round man. Want year-round play-by-play in sportsminded community. Moderate salary plus talent. Currently employed, available two weeks notice. Consider all offers. Box 526H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 364H, BROADCASTING.

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Situations Wanted (Cont'd)

perienced announcer, potential sales- Member of Alcoholics Anony- Box 923H. BROADCASTING.

nouncer-producer with national ard winning show and stomach ver. Looking for progressive station ere creative ability and desire for d work are considered assets. Pres- salary $175 per week, however, er unhappy with lethargic condi- ns. Wife also top radio personality. n and have produced Mr. and Mrs. gram, single DJ shows and other dable ideas for radio and television. iendliness, warmth and sincerity, all mbined with dignity, form the key- es for each program and idea. Ten ars experience in radio and televi- n showmanship and salesmanship r announcer; eight years in fashion, erchandising and advertising for fe. Box 753H. BROADCASTING.

e jockey, special events and MC, years old, married. Excellent ref- ences. Desire an early morning or night show. Can build a good au- ence in either spot. Not afraid of rk. Write continuity, know pro- mming and selling. Box 962H, ROADCASTING.

ccessful, 13 years experience, su- rior announcer-engineer. 3 years sistant manager progressive regional twork affiliate. Installation promo- n. Interested Michigan or Great kes area. Available about May 1st. 5 week minimum. Box 963H, ROADCASTING.

nouncer-salesman. College, limited perience. Can write. Console. Draft mpt. Box 968H. BROADCASTING.

nouncer-copywriter, Army experi- ce plus year network affiliate where sently employed. Handled all types shows. Good on news, DJ shows. erate board. Good voice, hard rker. Happy here, in-laws here. ough said. Box 998H, BROADCAST- G.

nouncer-program director 1000 watt uthern independent desires perma- nt change and advancement out of uth. Formerly instructor speech and dio. Experienced news, music, Gates uipment. Married. Hard worker. sc. resume. 1I. BROADCASTING.

nouncer, veteran with showbusiness kground, trained all phases broad- sting Radio City, New York, seeks portunity to prove worth. Disc avail- le. Box 2I. BROADCASTING.

nouncer, 29, experienced, handle all pe shows, news, sports, not hotshot. od voice personality. Operate con- le. Car. Will go anywhere. Box 9I. ROADCASTING.

rning personality, 8 year proven ord. Witty, friendly, dependable. mbination. Married. Exempt. Con- ct renewal coming up. Salary $100. k 11I. BROADCASTING.

nouncer—4 years experience. All pes. Can double as staff vocalist. Only st class stations need apply. Draft empt. Married. Would relocate. Box 3I. BROADCASTING.

perienced announcer, employed, eking advancement, veteran, married th starving children. Box 15I. ROADCASTING.

mbo man—2½ years experience, well ucated. Desires change. Available ee weeks. Box 16I, BROADCAST- G.

rning laugh riot, 8 year success in y city. Excellent ad-lib, friendly, con- entious, exempt, married. Will get ntract release for right offer. Salary 0. Box 12I. BROADCASTING.

rticaster, 5 years experience. Draft empt. Employed 5 kw in 250,000 , station dropping baseball. All orts. Air check tapes. $90 week plus ent. Box 20I. BROADCASTING.

scientious, reliable staff announcer, ntrol board operator, with two and half years experience, now has first ve, draft exempt, desires combo rk in established network station in dwest, personal interview, mini- m $65 per week. Box 21I, BROAD- STING.

perienced announcer, married vet- n, capable newscaster, DJ, board erator. Disc available. Box 22I. ROADCASTING.

nouncer-newsman. Friendly, ma- re, draft proof man with voice of lity and mike mannerism that is mingly persuasive wants long haul with southeastern station. Disc t upon request. Box 33I. BROAD- STING.

Situations Wanted (Cont'd)

Experienced announcer seeks position with eastern station. Married, draft exempt. Box 23I, BROADCASTING.

Experienced announcer, sports and staff, emphasis on baseball. Veteran, married, age 32. Prefer south or southwest. Salary $75.00. Box 39I, BROADCASTING.

California and southwest please reply. 2½ years DJ experience. Recently completed one year of singing club dates. Eager about returning to radio. Ambitious. Young. California resident. Box 42I, BROADCASTING.

Employed staff announcer, experienced, programming traffic console, account service, desires position preferably in west, northwest. Married, draft exempt. Box 51I, BROADCASTING.

Sports announcer, 2 years experience, play-by-play, sports show, news, commercials, DJ, operate board. College grad, currently employed. References. Box 54I, BROADCASTING.

Staff announcer, 24, two college degrees. Extensive training all phases announcing and newscasting at Radio City. Pleasing voice; fine DJ; exempt; will travel. Disc available. Box 57I, BROADCASTING.

Announcer: General staff work. Limited experience. Navy veteran. Age 25. Photo and audition on request. Box 61I, BROADCASTING.

Experienced announcer, draft exempt, married, will travel, now employed. Disc, photo request. Box 52I, BROADCASTING.

Announcer-engineer. Veteran. Draft exempt, 25, single, 3 years radio experience. Tape or disc air check available. Will go anywhere. Box 62I, BROADCASTING.

Available—combination announcer-engineer with six years of experience including program director. Have good references, the reputation of hard worker, a car and willing to travel. Draft exempt. $80 minimum. Box 67I, BROADCASTING.

Disc jockey, early morning-all night show desired. Presently employed 5 kw, NBC affiliate. Good commercial style. 3 years experience. 26, married. Prefer eastern stations. Box 68I, BROADCASTING.

Sports director of progressive station desires to move to larger market where abilities can be better exploited. Looking for permanent position. Play-by-play all major and minor sports. Major league references. Draft exempt. Box 70I, BROADCASTING.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console, 2 years phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Announcer, 32, single. Experienced. Deep, resonant voice. Can handle board. Will travel. John Garv, 2111 S. Central Park, Chicago 23, Illinois, Rockwell 2-1980.

Announcer with full knowledge of writing, news editing and console operation. Especially good on commercials. Call or write Keith Griggs, 3029 S. E. 63rd Ave., Portland, Oregon.

Vet with family wants top staff announcing, has knowledge of control board. Prefer small town station. Write R. T. Olds, 2803 Courtland Place, N. W., Washington 8, D. C.

Excellent radio voice, first class radiotelephone license with limited experience. Some announcing, console, turntable and remote experience. Seeking combination position with emphasis on announcing. Not the best of announcers and know it, but could be in stable position and under congenial management, thirty, married, no children, sober, good appearance, good health, character excellent, G. I. pension, draft status, typing touch system, late model automobile. Minimum salary $65.00. Ty Rae, Box 315, Rushville, Nebraska.

Announcer, Pathfinder graduate, good on news and commercials, draft exempt, anywhere except southeast. Thieme, 1222-A Oak Street, Kansas City, Missouri.

Sports-staff announcer looking for play-by-play baseball. Am presently employed in Logan, W. Va. where there is no baseball during season. Contact Mike Wynn, Box 696, Logan, W. Va.

Technical

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 3 years experience transmitter, remotes, taperecorders. Presently employed. Box 877H, BROADCASTING.

First phone, no experience. Draft exempt, ambitious, willing to relocate. Combination desired. Box 969H, BROADCASTING.

Chief rigger—Now employed 25 years with same company. Would like position with private radio, Army or Navy communication, as a chief rigger, antenna maintenance supervisor or inspector. Can erect or supervise the erection of radio towers, poles, all types of antennas, transmission lines AM-FM-TV. Will take local or foreign assignment. Available reasonable notice. Desire negotiations held confidential. Box 4I, BROADCASTING.

Chief engineer, 12 years experience all phases broadcasting, wishes to make change. Prefer southwest or west. Another first class license in family. Neither subject to draft. Civic and management minded. Permanent position only. Box 8I, BROADCASTING.

Chief engineer-program director-announcer desires chief engineer or chief engineer-announcer in established network station. Five years experience. Kilowatt directional and 250 watt construction. Good announcer. Family. Consider anywhere, prefer west. Box 24I. BROADCASTING.

Engineer, experienced all phases to 5 kw. Draft exempt. best references, prefer central or south. Box 26I, BROADCASTING.

Experience, three years in supervisory capacity. Desire permanent location southwest, with good housing conditions. Veteran, married, family. Now employed, three years announcing, assistant program director. Box 35I, BROADCASTING.

Chief engineer-operator. Familiar with construction. Prefer New York State. Box 48I. BROADCASTING.

Chief engineer, 18 years experience all phases. Draft exempt, available immediately. Box 49I, BROADCASTING.

Holder 1st phone, straight engineer preferred; N. J., N. Y., Penn., or N. E. states. Box 58I. BROADCASTING.

1st phone, no broadcasting experience, 2½ years communication and TV. Prefer northeast, available immediately. Call collect, GL-2-6383. From 4 to 6 P.M. Brooklyn, N. Y.

Production-Programming, others

Female (40) continuity, mike, steno. Prefer midwest independent. Consider anything. Box 931H, BROADCASTING.

Seventeen years in radio. Now employed. Program and production work. Air work requested. Personal interview my expense. Box 995H, BROADCASTING.

Chief continuity writer, woman, desires position in lower Lake Michigan area. Three years experience. Journalism college graduate. Box 19I, BROADCASTING.

Program director now employed desires same work in small town. Interested in sales also. Box 996H, BROADCASTING.

Publicity sales promotion director available immediately for radio or TV. Unfulfilled financial promises cause of present freedom. Radio, TV, publicity, newspaper experience. College degree, TV training, veteran, draft exempt. Qualifications, recommendations furnished. Box 27I, BROADCASTING.

Two man news sports team can add punch to local programming. Combined 18 years experience in management, production, publicity, promotion. Draft exempt. Box 28I, BROADCASTING.

Young man, 24, would like southern California response. Ambitious. Draft exempt. Experienced. California resident. Box 41I, BROADCASTING.

Situation wanted: Programming or continuity. College radio major. Some experience. Prefer Missouri or surrounding states. Box 43I, BROADCASTING.

News director. 36. Married. Complete journalistic background. Clever writer. Competent announcer. Now directing news New England metropolitan newspaper-owned FM station. Fourteen years with present employer. Wants promising AM spot, possibly with TV future. Box 45I, BROADCASTING.

Journalism graduate wants position as news editor with midwest station. Good news background. 6 months experience, veteran, single. Box 56I, BROADCASTING.

Situations Wanted (Cont'd)

Newsman and continuity writer. Two years experience with college-owned station. Some commercial experience Thoroughly trained in sports and special events, news gathering, and rewrite. B. A. Degree. Single veteran, draft exempt. Prefer west coast or Rocky Mountains. Box 60I, BROADCASTING.

Need a dynamo in your news room? Working news editor thoroughly experienced getting and building local news show desires change. Draft exempt. Air talent. Box 64I, BROADCASTING.

Sports director, professional baseball, college football, basketball, play-by-play, metropolitan area. University graduate. Box 71I, BROADCASTING.

Wanted—Job building topnotch sports department. Currently working excellent CBS affiliate loaded commercially. No time for sports expansion. Five years experience. Believe I can justify confidence of manager looking for experienced man to build and promote sports locally and regionally. Okay to contact me at WBAY, Green Bay. Bob Savage.

Musical director: 2½ years all-round radio experience. Set-up, maintain library; augment with 2,500 personal records. Announce, write, produce shows. Prefer newer, independent but will consider all. Desire permanent position offering possible future advancement. Draft exempt, available immediately. Minimum salary $65.00. For details, references, contact Sam McClaughry, 8521 S. Loomis Blvd., Chicago, Illinois, TRiangle 4-1459.

Television

Technical

Television engineer. Seven years total experience. Know RCA camera chain, studio equipment. Desire permanent home in southwest. Now employed. Veteran with family. Must have good housing conditions. Box 36I, BROADCASTING • *TELECASTING.*

Production-Programming, others

Available March 15. Assistant to agency radio-TV producer/director or similar spot in AM/TV station operation. 4 years writing, producing, directing and announcing for progressive outfits. 3 years theatre. Recent graduate SRT-TV. Age: 27, married and draft exempt. Willing to relocate. Write Box 997H, BROADCASTING • *TELECASTING.*

Need help with your television problems? Television station, advertising agency, film studio experience. Box 3I, BROADCASTING • *TELECASTING.*

Producer, 11 year veteran with extensive radio, television and film experience. Performer, writer-producer on top net and local shows, TV and radio. Broad musical background. Ingenius idea man. Build and direct outstanding, low cost packages and develop talent. Hard worker, well liked with excellent reputation in industry. Perfect choice for progressive TV outlet or agency looking for top caliber, seasoned executive. 30, draft exempt, college grad. Currently managing production company. Box 63I, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

Nearly new Collins 250 watt FM transmitter, four-ring antenna, monitor and coaxial. Bargain. Will prepare FCC application for buyer at no extra cost. Box 66I, BROADCASTING.

General Electric FM 3 kw transmitter, General Electric monitor. Box 74I, BROADCASTING.

For sale: Brand new, 25% discount. Type 1932 General Radio noise and distortion meter. 7/8 inch Andrew coaxial cable. 2000 feet lead covered 3 conductor #8 solid wire. Other miscellaneous items. Write for list. Box 620, Hanford, California.

Two Blaw-Knox 200 foot self supporting towers 1080 feet-7/8 inch transmission line, new with fittings 1200 feet-WE #107058 sample line, new other equipment, new and used, available for immediate construction. Contact Chief Engineer, KGGF, Coffeyville, Kansas.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact E. S. Long, Radio Station WHKY, Hickory, N. C.

Wanted to Buy

Stations

Radio station wanted. Interested in radio station or combination station and newspaper. Give details. Box 893H, BROADCASTING.

Low priced single market station in south, suitable for combination operation. Will appreciate full details. Box 37I, Broadcasting.

Equipment, etc.

Complete equipment in good condition 5 kw AM station. 3-350 foot towers, monitors, etc. Box 640H, BROADCASTING.

Wanted: Complete 1 kw AM transmitter. Must be in good operating condition. Box 943H, BROADCASTING.

Complete studio equipment. Also modulation monitor, frequency monitor and limiter. State make, price and condition. Box 971H, BROADCASTING.

Four bay Andrew FM antenna. Quote lowest cash price. Box 10I, BROADCASTING.

Wanted to buy: Complete used equipment for getting kilowatt on air. Box 53I, BROADCASTING.

Wanted—Complete kw transmitter, 1800 feet of sample lines, 1500 feet RG34 transmission line. KSRV, Ontario, Oregon.

New or near new consolette, preferably RCA 76-B5 or 76-D or other make with similar facilities. WHO-FM, Des Moines 7, Iowa.

Two Fairchild, Presto, or RCA center drive turntables. George Steiger, Chief Engineer, WHOM, New York.

Wanted, field intensity meter in good condition. Prefer RCA-WX 2C or Federal 104-C. Contact G. R. Hoffman, WJPS, Evansville, Indiana.

Help Wanted

Announcers

MORNING PERSONALITY
WANTED IN
MAJOR EASTERN MARKET

A 50,000 watt NBC affiliate is looking for a topnotch experienced morning personality with proven record of large audience pull. Excellent financial arrangements for right man. Send disc, recent photo, personal data immediately to

BOX 591, BROADCASTING

Help Wanted

Production-Programming, others

PRODUCER • Man who can direct people and who knows legitimate, vocal and instrumental music. Must take initiative and build top musical shows for top midwest radio station; no TV. Address Box 845H, BROADCASTING.

Situations Wanted

Production-Programming, others

MANAGER widely experienced programming, public relations, administration at top clear channel. Broad Washington contacts. Will buy major or minor interest in good, small upper Ohio Valley market.

BOX 291, BROADCASTING

For Sale

Equipment, etc.

ELECTRIC GENERATING — Not Surplus

International diesel 100 h.p., 50 kw. Electric Machinery generator—3 phase 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers, and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price $3,500 FOB our transmitter.

KGLO, Mason City, Iowa

Wanted to Buy

Equipment, etc.

USED 16" PROGRAM RECORDS ARE GOOD AS GOLD!

Highest prices paid for outdated, scratched or damaged 16 inch pure vinyl transcription records. Clean out your library at a profit. Drop us a post card or letter estimating the quantity, in records or pounds, you offer to sell. We'll send you current price and shipping instructions by air mail.

J. W. NEFF LABORATORIES, INC.
Mfrs. of Nef-O-Lac Record Compounds
Stockertown, Penna.

Employment Service

Broadcast Executives Wanted

We have open positions for Managers, Commercial Managers (AM-TV), Program Dir. (AM-TV), Chief Engineers, TV Operators, Farm Directors, Newsmen and Disc Jockies. Confidential, nationwide executive placement service invites your inquiry.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

TELEGRAMS of congratulations poured into the studios of KRVN Lexington, Neb., on its opening day. Looking over the many messages received at the 25 kw farmer-owned station are (l to r): Gary Schroeder, program director; Tom Copeland, chief engineer; Fred A. Palmer, consultant; Dan Bellus, commercial manager, and Max Brown, general manager of the station.

SALES CLINIC

Held by Canadian Outlets

BY HOW MUCH Canadian stations were underselling their time was shown representatives of 23 Canadian stations attending the eighth annual sales clinic conducted by their national representative, H. N. Stovin & Co., at Toronto, Feb. 23-24. Horace Stovin showed through graphs and tables comparative rates of American and Canadian AM stations with similar coverage data and how much less Canadian stations were getting for their time. He presented tables showing how much each Canadian station could up its hourly basic rates to meet the rates of comparable stations south of the international border, and how they compared with newspaper rates.

Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto, pointed out that the Canadian radio industry was "discount crazy" and stated that eliminating some of the discounts was one of the ways in which rates could be upped. Extra data services for the advertiser also would demonstrate the legitimacy of higher rates.

J. E. Potts, Lever Bros. Ltd., Toronto, told the station men what advertisers wanted from stations by way of market data. S. W. Caldwell, Toronto, transcription distributor, dealt with the proper use of various types of transcribed shows.

Saturday sessions were devoted mostly to internal station operations, including market research by Stuart Smith, James Lovick Adv. Co., Toronto; accounting practices by H. M. Hope, CHOV Pembroke; master control on production by W. N. Hawkins, CFOS Owen Sound, and the survey on public advertising attitudes made by Elliott-Haynes Ltd., Toronto.

GOVT. CAREERS

Open to Radio Technicians

THE GOVERNMENT has openings for radio operator-technicians interested in radio communications and general electronics careers involving extensive overseas assignments.

Current starting salaries for non-supervisory radio operator-technicians range from $3,100 to $3,825 a year. Interested persons are asked to send a brief application to Post Office Box No. 564, Washington 16, D. C.

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

We'll buy your radio station all or part. Now operating a successful radio station in a major market, we are anxious to acquire another large or small market station regardless of power. This is the opportunity you have been waiting for to liquidate your holdings. Our radio station is making a profit in a tough TV market. Not interested in Stations west of the Mississippi. Act now for the best deal. First come first served with our money. We are owners, please no brokers. All replies strictly confidential.

Don't commit yourself to a price until we contact you. You'll hear from us if you answer this invitation to sell.

BOX 947H, BROADCASTING

CAB Maps Plans

(Continued from page 29)

...arts of Canadian broadcasters, ...ting that he had attended past ...ventions as "permanent frater... delegate of NAB, joined in our ...ssions, acted as our impartial ...iree, enjoyed the friendship and ...fidence of us all."

The Gillin award, made by a To... committee of three influential ...izens on the basis of presenta... sent in by a large number of ...adian stations, went to CJOB, ...stwar all-veteran station with ... slogan, "Working for Winni... Honorable mention was given ... Stovin, CJBQ Belleville, post-...ar small-market station, for its ...rk for more than 30 charitable ...ganizations.

CJOB, CJBQ Cited

The Gillin Award is a bronze ...laque, based on the WOW letter... ...ead, designed by Bill Carter, ...KLW Windsor. Permanent ...wards were a clock to CJOB and ... silver cigarette box to CJBQ.

CAB directors elected were F. H. Elphicke, CKWX Vancouver; Gordon Love, CFCN Calgary; Ed Rawlinson, CKBI Prince Albert; William Speers, CKRC Winnipeg; William Burgoyne, CKTB St. Catharines; Murray Brown, CFPL London; Harry Sedgwick, CFRB Toronto; Phil LaLonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle; Malcolm Neill, CFNB Fredericton, and Finlay MacDonald, CJCH Halifax.

Date for the 1952 annual meeting of CAB was set for Toronto, March 24-27.

Malcolm Neill, CFNB Fredericton, was elected chairman of the board of directors. F. H. Elphicke, CKWX Vancouver, was elected vice chairman.

Miles Renews News Show

MILES LABS, Elkhart, Ind., renews *News of the World* on the full NBC-AM network from April 2 for 52 weeks through Wade Adv., Chicago. The show, which advertises Alka-Seltzer and vitamins, is broadcast five times weekly, 7:30-7:45 p.m., with a West Coast repeat at 11:15 p.m. EST.

ELEVEN new directors were elected Tuesday afternoon at a general meeting of the Canadian Assn. of Broadcasters during their annual convention at the Chateau Frontenac, front row (l to r): Murray Brown, CFPL London; William Speers, CKRC Winnipeg; D. Malcolm Neill, CFNB Fredericton; F. H. Elphicke, CKWX Vancouver; back row, E. A. Rawlinson, CKBI Prince Albert; E. P. MacDonald, CJCH Halifax; and Harry Sedgwick, CFRB Toronto. Absent were Phil Lalonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle; W. B. C. Burgoyne, CKTV St. Catharines, and Gordon Love, CFCN, Calgary.

HOOPER CHECK

May Resume in Orlando

C. E. HOOPER Inc. last week offered to resume its Orlando, Fla., survey, which had been discontinued Feb. 21 following receipt of a telegram from three Orlando stations protesting that WORZ there was "influencing radio audience" by money giveaways and a telephone campaign.

The resumption offer was conditioned on WORZ's underwriting the remainder of the survey cost. No decision on this point had been made late last week.

The protesting stations were WDBO WHOO and WLOF, which had been participating in the survey but which wired the Hooper organization that WORZ "has persisted in influencing radio audience by money giveaways throughout entire broadcasting day and is currently conducting telephone campaign with listeners."

The survey was then stopped. WORZ representatives promptly notified the survey firm that the "money giveaway" was *Lucky Social Security Number*, a program carried on many stations, and that the "telephone campaign" consisted of calls inviting listeners to tune to certain network and local programs on the day's schedule.

Ward Dorrell, vice president of C. E. Hooper Inc., then telephoned WORZ General Manager Gene Hill, asserting that "there was no precedent for withdrawing a survey for these reasons" and offering to reinstate it if WORZ would carry the full cost of work yet to be done.

The social security number program is operated by Azrael Adv. Agency, Baltimore. Alton Whitehouse, assistant to Maurice Azrael, head of the agency, said the program is carried on about 100 stations but he knows of no other instance where a survey has been cancelled.

WKRC '50 PROFIT

Increased 7% Over 1949

DESPITE TV, WKRC Cincinnati reported that station gross was up 2%, with the net profit 7% over 1949. This announcement was made by Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc., which operates all WKRC stations.

Herman E. Fast, WKRC general manager, commented: "The ability to withstand the impact of television by WKRC was due to the outstanding CBS programming and aggressive local station operation."

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000

All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

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Position BR-3-5-51

This offer applies to U. S. only.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by BMI

SONNY THE BUNNY

On Records: Gene Autry—Col. 39217; Tommy Tucker—MGM 60010; Mervin Shiner—Dec. 27482.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

WMAM MARINETTE WISCONSIN

Convention

(Continued from page 25)

p.m.; Tues., Wed. including lunches but not the banquet) will be $20 in advance ($22.50 for late registration).

For the TV session Thursday registration will be $10, including lunch ($12.50 for late registration). Extra tickets will be available for luncheons and the banquet up to seating capacity. Robert K. Richards, NAB public affairs director, is handling management conference programming.

Among satellite meetings to be held in connection with the convention are a Sunday meeting of MBS affiliate stations and the annual BMI dinner Monday evening.

Higgins Hospitalized

HUGH M. P. HIGGNS, director of BAB, was hospitalized in New York last week after suffering a stomach attack Tuesday evening. He was reported progressing satisfactorily later in the week.

TRANSFER GRANTS

For WDSU, WJEL

APPROVAL was granted by FCC last week to assignment of license of WDSU-AM-FM-TV New Orleans from Edgar B. Stern Sr. to WDSU. Broadcasting Corp., new firm owned 67% by Edgar B. Stern Jr. Consideration involved is $1,185,000.

Consent also was granted by the Commission to transfer of control of WJEL Springfield, Ohio, through sale of 100% interest by D. J. Parsons and Frank N. Jones for $23,000 to Chester R. Hinkle and George R. Walker. Mr. Hinkle is owner of Hinkle Adv. Co. Mr. Walker is an architect. WJEL is 500 w daytimer on 1600 kc.

Edgar Stern Sr., who with Edgar Jr. has been operator of the WDSU properties, is retiring from radio. The new licensee, WDSU Broadcasting Corp., in addition to being owned chiefly by the younger Stern, includes General Manager Robert D. Swezey with 20% interest; A. Loius Reed, commercial manager, 10%, and Lester E. Kabacoff, executive assistant to the Sterns, 3%. The elder Stern is supplying funds needed by the assignees to asquire their holdings.

WDSU-TV, established in 1948, is assigned Channel 6 (82-88 mc) with effective radiated power of 31 kw. WDSU-FM is a Class B outlet.

KIDO FACILITIES

Goes on 630 kc With 5 kw

KIDO Boise, Idaho, will begin operating with 5 kw on 630 kc March 18, Walter E. Wagstaff, vice president and general manager, announced last week.

The new RCA transmitter feeds a directional antenna array of three 395-foot IDECO towers. Mr. Wagstaff reports KIDO will henceforth have the largest physical coverage of any station in Idaho, regardless of power. KIDO now operates on 1380 kc with 2.5 kw day, 1 kw night.

FCC Actions

(Continued from page 83)

Applications Cont.:

cense to cover CP new FM station.

Modification of CP

KTSL (TV) Hollywood—Mod. CP new commercial TV station for extension of completion date to 9-26.-

March 1 Decisions . . .

BY COMMISSION EN BANC

Program Logs

Announced proposed rule-making to amend Part 3 of FCC rules concerning maintaining and retaining broadcast station logs to make such rules applicable to permittees as well as licensees of such stations. Comment deadline April 2.

Remote Pickup

Proposed to amend Sec. 4.432(a) of FCC rules to enable AM and TV stations, which are also licensees of associated STLs, to utilize remote pickups for communication between studio and trans. Comment deadline April 2.

Authority Denied

WDEM-FM Providence, R. I.—Denied authority to suspend operation for six mo. because of financial considerations.

Extension Granted

WNEW New York—Granted extension from Feb. 14 to Aug. 15 in which to meet terms of CP for increasing power on 1130 kc from 10 kw to 50 kw, install new trans. and change DA-DN to DA-N.

Modification of CP

WLYC Williamsport, Pa.—Granted mod. CP for approval of ant. and trans. location.

Request Denied

WAUX-FM Waukesha, Wis.; WRFD-FM Worthington, Ohio; WWOL-FM Buffalo, N. Y.; WSAV-FM Savannah, Ga.—Denied requests of WAUX-FM, WRFD-FM and WWOL-FM for waiver Sec. 3.251 of rules to permit sign off at same time as associated daytime AM stations, and of WSAV-FM to operate from 5 p.m. to midnight only.

SSA—830 kc

WNYC New York—Granted extension of SSA to operate additional hours, 6 a.m. (EST) to local sunrise New York and from local sunset Minneapolis to 10 p.m. (EST) using DA-2, for six mos. from March 2.

AM—1170 kc

KLOK San Jose, Calif.—Denied petition to reconsider and grant without hearing application for CP to change from 5 kw D to 1 kw-N, 5 kw-LS, unl. and install DA-N; on Commission's own motion, amended order of March 28, 1950, designating KLOK application for hearing in consolidated proceeding with application of Charles E. Salik, San Diego (for mod. license KCBQ to increase N power from 1 kw to 5 kw) to include issue with reference to areas and populations which would gain or lose primary service from proposed operations and character of other broadcast service available to such areas and populations. Designated hearing for April 30 at Washington.

SSA—770 kc

KOB Albuquerque, N. M.—Granted extension of SSA 770 kc 25 kw-N 50 kw-LS unl. for period ending June 1, contingent upon final decision of hearing on application for regular license of KOB on 770 kc.

Waiver Granted

KPAT Pampa, Tex.—Granted waiver of Sec. 3.168 of rules and authorized KPAT to commence program tests at once (1230 kc 250 w unl.).

Renewal of Licenses

Following stations were granted renewal of licenses for regular period: WALB Albany, Ga.; KQV & Aux. Pittsburgh, Pa.; KSIJ Gladewater, Tex.; KUJ Walla Walla, Wash.; WJOC Jamestown, N. Y.; WJJL Niagara Falls, N. Y.; WRXO Roxboro, N. C.; WWXL Peoria, Ill.; WLOS Asheville, N. C.; WFMD Frederick, Md.; WBIG Greensboro, N. C.; WSAR Fall River, Mass.; KTRC Santa Fe; KRUN Ballenger, Tex.; KTJS Hobart, Okla.; KMUS Muskogee, Okla.; KLMS Lincoln, Neb.; KHON & Aux. Honolulu; WFVG Fuquay Springs, N. C.; WKNK Muskegon, Mich.; WTTS Bloomington, Ind.; KXGN Glendive, Mont.; KOKO La Junta, Colo.; WBAT Marion, Ind.; KBOR Brownsville, Tex.; KASH Eugene, Ore.; WBBL Richmond, Va.; WFHR-FM Wisconsin Rapids, Wis.; KREI-FM Farmington, Mo.; WDUN-FM Gainesville, Ga.; WMCK-FM McKeesport, Pa.; WTAR-FM Norfolk, Va.

WCLO-FM Janesville, Wis.; WJAR-FM Providence; WHOP-FM Hopkinsville, Ky.; WJIZ Hammond, Ind.; WMFR-FM High Point, N. C.; WMVA-FM Martinsville, Va.; WOMI-FM Owensboro, Ky.; WQAN-FM Scranton; WSAN-FM Allentown, Pa.; WABF New York; WWRL Woodside, L. I.; WOOK Silver Spring, Md.; KVEC San Luis Obispo, Calif.; KEYS Corpus Christi, Tex.; KVOE Santa Ana, Calif.; KTIL Tillamook, Ore.; KCBC Des Moines; KNAL Victoria, Tex.; WHDL-FM Olean, N. Y.

Extensions of Licenses

Following were granted temporary extensions of licenses to June 1: WARD New York; WBKB Chicago; WRGB Schenectady; WOWO-FM Ft. Wayne, Ind.; WBZ-FM Boston; WBZA-FM Springfield, Mass.; KYW-FM Philadelphia; KDKA-FM Pittsburgh; WGY & Aux. Schenectady; WATL-AM-FM Atlanta; KBUC Corona, Calif.; KBYR Anchorage, Alaska; KEEN San Jose, Calif.; KFDW Helena, Mont.; KPRO Riverside, Calif.; KPBX Beaumont, Tex.; KREO Indio, Calif.; WAMS Wilmington, Del.; WGLS Decatur, Ga.; WOXF Oxford, N. C.; KCMC-FM Texarkana, Tex.; KFMV-FM Hollywood, Cal.; KTFI-FM Twin Falls, Ida.; WFRS Grand Rapids, Mich.; WGOV-FM Valdosta, Ga.; WNAO-FM Raleigh, N. C.; WOKZ-FM Alton, Ill.

KLZ-FM Denver; WKBZ-FM Muskegon, Mich.; WGWR-FM Asheboro, N. C.; KWOS-FM Jefferson City, Mo.; WJAX-FM Jacksonville; KROS-FM Clinton, Iowa; WCFM Washington, D. C.; WSNJ-FM Bridgeton, N. J.; KLUF-FM Galveston, Tex.; KDRO-FM Sedalia, Mo.; KWOC-FM Poplar Bluff, Mo.; WCMW-FM Canton, Ohio; WTTR-FM Port Huron, Mich.; KFPW-FM Ft. Smith, Ark.; WEAU-FM Eau Claire, Wis.; KERN-FM Bakersfield, Calif.; WRHI-FM Rock Hill, S. C.; KE2XCY Syracuse; KE2XDR KE2XDN New York; KE2XDQ, Passaic, N. J.; KM2XBB Los Angeles.

Further Extension

Following were granted further temporary extensions to June 1: WRJN Racine, Wis.; WBNX New York, N. Y.; WAEL Mayaguez, P.R.; WXRF Guayama, P.R.; WHHH Warren, Ohio; KTXC Big Spring, Tex.; KVVC Ventura, Calif.; WEGO Concord, N. C.; WMMW Meridian, Conn.; WAFB-FM Baton Rouge; WICA-FM Ashtabula, Ohio; WLDS-FM Jacksonville, Ill.; WRLD-FM Lanett, Ala.; WTRC-FM Elkhart, Ind.; KARM-FM Fresno, Calif.; WILA Woodstock, Ill.; WDEM-FM Providence; KOKX-FM Keokuk, Iowa; WNDR-FM Syracuse; WKJG-FM Ft. Wayne, Ind.; WSMB-FM New Orleans; WEAM Arlington; WFMN (FM) Alpine, N. J.; KPIX-TV San Francisco; WNEL San Juan, P.R.; WINX (Synch. amplifier) Washington; WOL-AM-FM & Synch. amplifier Washington; WGES Chicago; WDET-FM Detroit, Mich.; KALA Sitka, Alaska; KSTN Stockton, Calif.; WRJN-FM Racine, Wis.; KCSJ Pueblo, Colo.; WOW Omaha, Nebr.; KG2XAX Harrisburg, Pa.; WJCD Seymour, Ind.

KOB Albuquerque, N. M.—Granted further temporary extension of license to June 1. Also granted further extension of time to June 1 within which to comply with Sec. 3.109 of FCC rules.

Extension of License

Following were granted extension of

HISTORY
In The Making
Factually Reported
By
Clete Roberts
Ace News Commentator
and
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Only radio newsman to cover Bikini and Las Vegas Atomic Blasts.

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Stable, selling, economical, program-wise operator. Market size, location, unimportant. Experienced, successful 250 up. Ten years last organization. Veteran, 36, family.

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MANUFACTURERS OF
FINE BROADCASTING EQUIPMENT
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RADIO COMP
QUINCY, ILLIN

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 1

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,240	2,220	132		280	127
FM Stations	668	320	165	*1	13	4
TV Stations	107	60	49		383	171

*On the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

WSNY Schenectady, N. Y.—Initial decision by Hearing Examiner James D. Cunningham to grant transfer of control of licensee, Western Gateway Bcstg. Corp., from Benjamin L. Dubb et al. to Winslow P. Leighton, Florence B. Walcott, Frederic G. Lippert and Barbara W. Leighton; to grant license renewal, and to dismiss petition of George R. Nelson filed Aug. 10, 1948, and petition of George R. Nelson and his associates filed Jan. 18, 1949, alleging perpetration of fraud and numerous other irregularities on part of their associate stockholder, Winslow P. Leighton. Initial decision March 1.

WXLT Ely, Minn., and KFMA Davenport, Iowa—Comr. George E. Sterling issued initial decision to affirm Commission order May 23, 1950, revoking license of WXLT and Commission order of June 21, 1950, revoking permit of KFMA. Initial decision Feb. 27.

Sky Way Bcstg. Corp., Columbus, Ohio, and Stephen H. Kovalan, Wellston, Ohio—Hearing Examiner Elizabeth C. Smith issued initial decision to grant application of Sky Way for new AM station on 1580 kc with 1 kw day and to grant application of Stephen Kovalan for new AM station on 1570 kc with 250 w day. Initial decision Feb. 26.

OPINIONS AND ORDERS

KMPC Los Angeles, WJR Detroit and WGAR Cleveland—Adopted memorandum opinion and order (1) denying petition filed Nov. 20, 1950, insofar as it requested FCC to reconsider designation of station license renewal applications for hearing and grant them without further hearing, or, in the alternative, that FCC specify as sole issue whether performance of licensees since last regular license renewals establishes that grant of present renewal applications would serve public interest (other portions of petition have become moot); and (2) requesting oral argument on above petition. Order Feb. 23.

WBAL Baltimore — Scheduled oral argument for March 30 in proceeding on WBAL license renewal application and competitive bid of Public Service Radio Corp. Order Feb. 23.

Non-Docket Actions . . .

AM GRANT

KTBI Tacoma, Wash. — Granted change from 810 kc 1 kw day to 850 kc 1 kw fulltime, directional night. Decision March 1.

TRANSFER GRANTS

WJEL Springfield, Ohio — Granted transfer of control (100%) from D. J. Parsons and Frank N. Jones to Chester R. Hinkle and George R. Walker for $23,000. See story this issue. Decision March 1.

WDSU-AM-FM-TV New Orleans — Granted assignment of license from Edgar B. Stern Sr. and Edgar B. Stern Jr. to WDSU Bcstg. Corp. in which Stern Jr. has 67% interest. Consideration $1,185,000. See story this issue. Decision March 1.

New Applications . . .

AM APPLICATIONS

Norwich, N. Y.—Radio Norwich Inc., 1010 kc, 500 w day; estimated cost $14,000, first year operating cost $25,000, revenue $40,000. Principals: William J. Hall, manager WKRT-AM-FM Cortland, N. Y., president and 38.9% owner; his wife, Margaret C. Hall, director 0.1%; Marian S. Mayer, secretary-treasurer 51%. Mrs. Mayer is wife of J. Gerald Mayer, attorney and former president WKRT. Remaining 10% is divided among 30 other stockholders. Filed Feb. 27.

Kosciusko, Miss.—Birney Imes Jr., 860 kc, 1 kw day; estimated cost $22,550, first year operating cost $27,000, revenue $30,000. Mr. Imes is owner WROX Clarksdale, WCBI Columbus, WNAG Grenada, WELO Tupelo and WMOX-AM-FM Meridian, Miss. Filed Feb. 28.

Near Foley, Ala.—Howard E. Pill d/b as Alabama-Gulf Radio, 1310 kc, 1 kw day; estimated cost $20,450; first year operating cost $24,000, revenue $33,000. Applicant is 25% owner WSFA Montgomery, Ala., and 23% owner WDAK Columbus, Ga. Filed Feb. 28.

Laredo, Tex.—E. J. Harpole and W. J. Harpole d/b as Uvalde Bcstrs., 1490 kc, 250 w fulltime; estimated construction cost $14,000, first year operating cost $30,000, revenue $40,000. E. J. Harpole is 50% owner and general manager KVOU Uvalde, Tex. W. J. Harpole is 50% owner KVOU and 66.6% owner KVOP Plainview, Tex. Filed Feb. 27.

Opp, Ala.—Covington Bcstg. Co., 860 kc, 1 kw day (resubmitted). See FCC ROUNDUP, Feb. 12. Filed Feb. 28.

TV APPLICATION

Houston, Tex.—South Texas Television Co., Channel 4 (66-72 mc), ERP 50 kw vis., 25 kw aur., ant. Equal owners: John Paul Godwin, advertising agency man; C. P. Simpson, General Motors dealer; Howard T. Tellepsen, contractor. Filed March 1.

TRANSFER REQUESTS

WFVG Fuquay Springs, N. C.—Assignment of license from J. M. Stephenson and W. J. Davis d/b Radio Station WFVG to new partnership of same name composed of J. M. Stephenson and B. H. Ingle Sr. Mr. Davis sells 50% interest for $16,000 to Mr. Ingle, owner B. H. Ingle & Sons, Raleigh, N. C., roofing and sheet metal firm. Filed Feb. 28.

WIAM Williamston, N. C.—Assignment of permit from S. S. Adcock to James H. Gray Sr. (37.5%), Henry A. Johnson (25%) and Charles R. Gray (37.5%) d/b as Martin County Bcstg. Co. for $10,000 plus assumption of debts totaling about $18,000. James Gray Sr. is 50% owner G & S Motor Co., local Ford dealer, and has warehouse interests. His brother, Charles Gray, is warehouseman and Mr. Johnson has real estate and auction firm interests. Filed Feb. 28.

WCEC (AM) and WFMA (FM) Rocky Mount, N. C.—Assignment of license from Josh L. Horne to Eastern Carolina Electronics Inc., 99% owned by Mr. Horne. Filed Feb. 23.

KLVC Leadville, Col.—Assignment of permit from Vir N. James to Leadville's Top of the Nation Station Inc., owned 99% by Mr. James. Filed Feb. 27.

KCOH Houston, Tex.—Acquisition of control of Call of Houston Inc., licensee, by William A. Smith through purchase of 33.2% interest of Edward C. Hughes. Mr. Smith would become 66% owner. He pays Mr. Hughes $21,900 and assumes notes of licensee in amount of $30,900 due Mr. Hughes. Filed March 1.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 8, FM 19, TV 0. New deletions, reasons and effective dates:

KCHC El Paso, Tex. — Claude H. Craig, CP, Feb. 21. Forfeited for lack of prosecution.

KCHN Chanute, Kan. — Chanute Bcstg. Co., CP, Feb. 19. Forfeited for lack of prosecution.

KENE Belen, N. M. — Belen Bcstg. Corp., CP, Jan. 31. License denied by FCC.

WENE-FM Endicott, N. Y.—Empire Newspapers-Radio Inc., license, Feb. 21. Economic.

LICENSE REINSTATED

KDAN Oroville, Calif.—FCC Feb. 21 set aside action of Jan. 25 deleting license at request of applicant; granted further request of applicant to reinstate license. See transfer bid FCC ROUNDUP, Feb. 19.

license for period of 10 days: WCBT-FM Roanoke Rapids, N. C.; WKRT-FM Courtland, N. Y.

FCC CORRECTIONS

License Renewals

Under renewals granted for regular period (FCC Actions, Feb. 26), FM should be added to WLAW Lawrence, Mass., and KRED Eureka, Calif.

Temporary Renewals

Under renewals extended on temporary basis, include auxiliary to WBAL Baltimore, Md. Add FM to call letters of following in same group: WSAI Cincinnati; WEHS Cicero, Ill.; KQV Pittsburgh, and KRKD Los Angeles.

March 1 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

KMYC Marysville, Calif.—CP to change from 1450 kc 250 w unl. to 1410 kc 1 kw unl. DA-N.

License for CP

KFCA (FM) Phoenix, Ariz.—License for CP new noncommercial FM station.

WWJ-TV Detroit—License for CP new TV station etc.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

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REACHING NEW ORLEANS' GREAT NEGRO MARKET WITH WMRY

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Luzianne Coffee
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Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience.

600 KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

JOHN E. PEARSON CO.

Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

Your greatest sales asset is advertiser acceptance. Your advertising in Printers' Ink increases your acceptance among the leading buyers of advertising, and so helps you sell more advertising to them.

...at deadline

NEW TV SPORTS BASIS SEEN BY COLLEGE GROUP

TELEVISION and sports have future together, but not on same basis as in past, which was "at the expense of colleges," according to TV Committee of National Collegiate Athletic Assn. which gave its first public report in Chicago Friday afternoon (early story page 65). Chairman Tom Hamilton, athletic director, U. of Pittsburgh, said entire TV problem "weighty," and group now "trying to strike balance on basis of which it can operate with TV without jeopardizing economic or financial structure of athletic systems."

TV Committee, meeting for first time after authorization at Dallas convention in January, is outlining basic functions and policies for next year, with emphasis on football. Mr. Hamilton, saying TV industry has been "most cooperative," reiterated conclusions of joint NCAA-TV industry survey which found that TV "hurts" football attendance "pretty much in proportion to set saturation in each area."

Although one-year ban against live TV was not expected to be relaxed, serious consideration will be given to "experiments" with proponents of Phonevision, Skiatron, theatre TV and post-game showing.

RADIO TUBE SALES RISE; TV PICTURE TUBES UP

SALES of radio receiving tubes in January, 37,042,303 units, exceed figure for same month in 1950 by 15,000,000 units, according to Radio-Television Mfrs. Assn. They were shade below total last December.

January sales of TV picture tubes to manufacturers totaled 580,317 units valued at $16,272,654. This compares to 436,252 tubes in same month of 1950 and 686,815 tubes last December.

PEARSON FILES SUIT

DREW PEARSON, radio-newspaper columnist, filed suit Friday in U. S. District Court, District of Columbia, for $3,600,000 damages. In one count he claimed several defendants had "preconceived plan" to injure him in business, resulting in loss of a sponsor. Defendants included Sen. Joseph R. McCarthy (R-Wis.), Fulton Lewis jr., Westbrook Pegler and others. Suit filed by Attorney William A. Roberts.

HELEN MOBBERLEY TO WTTG

HELEN MOBBERLEY, assistant to general manager of WWDC Washington, joins WTTG (TV) Washington, DuMont station, according to Walter Compton, WTTG manager.

TURNBULL TO GUNTHER

HENRY TURNBULL, vice president, Biow Co., New York, to Gunther Brewing Co., Baltimore, as director of sales and advertising.

R&R APPOINTS HEYNE

NORMAN HEYNE, radio-TV director at Ruthrauff & Ryan, Chicago, named to vice presidency last week.

STEPS TO MAINTAIN SET OUTPUT URGED

COOPERATION in industry-wide materials conservation program, designed to "keep production of television and radio sets at a healthy level," requested Friday by Robert C. Sprague, president, Radio-Television Mfrs. Assn. In letters to member companies, he said program will be implemented at early meeting of industry engineers, directed by Dr. W. R. G. Baker, General Electric Co., RTMA Engineering Dept. director.

Results of conservation drive, described by Mr. Sprague as "key" to maintenance of high-level civilian output, will be submitted to defense agency officials by RTMA Policy Committee, headed by President-elect Glen McDaniel.

Mr. Sprague submitted preliminary conservation report at short-notice meeting of top level government production authorities and electronic components and equipment industry representatives. William H. Harrison and Manly Fleischmann, administrators of Defense Production Administration and National Production Authority, respectively, attended sessions.

Industry group said there is no evidence civilian output is holding up defense orders; new production facilities had to be developed because of "exacting" military specifications; industry has made "great savings" in metals and expects to continue TV production at a fairly good rate because of conservation measures and despite exhaustion of cobalt supply; and asked for future estimates of material availability.

Gen. Harrison told group electronics commands equal top priority. Mr. Fleischmann said all metals would be available to industry during second quarter, and NPA will give estimate well in advance when Controlled Materials Plan is issued.

Industry firms representatives included RCA, Sarkes Tarzian Inc. (WTTS Bloomington, Ind.), Sprague Electric Co., Sylvania Electric Products, Raytheon Mfg. Co., Hoffman Radio Corp., Hallicrafters Corp., Admiral Corp., Avco Div.-Crosley, Western Electric Co. and others.

C & W INDICTED

FEDERAL Grand Jury in Los Angeles late Friday indicted Harold Cowan and Ralph Whitmore, operators of Cowan & Whitmore Enterprises, on fraudulent use of mails in pre-holiday Christmas tree ornament "pitch" deals offered on radio and television stations. Jury recommended bail at $2,500 each. Both are reportedly in Chicago on company business, according to office of U. S. Attorney Ernest A. Tolin. Duo is reported to have sold more than $270,000 worth of ornaments during 30-day period preceding Christmas.

DuMONT FILM SERIES

DuMONT INDUSTRIES, New York (DuMont TV sets), signed to sponsor United Television Programs' series of *Royal Playhouse*, (second run films of *Fireside Theatre*) starting April 1 on DuMont network in 18 major cities. Contract for time and film package is said to be $1 million.

Closed Circuit

(Continued from page 4)

embattled economy. British, with two stations in operation, are using 405-line standard. According to new inside information, Germany is planning 625 lines as are certain other western powers. France is using both 441 lines and 819 lines and only Kremlin knows what Russia will use. Incidentally, Russians are promising new TV station in their German zone by summer. Great Britain contemplates four additional stations for grand total of six before year is out.

REVISION OF SCOPE, purpose and function of Broadcast Advisory Council, which got off to shaky start some months ago, will mean reorganization to make body more representative of radio and TV pursuits. It's expected that such segments as clear-channel stations and other groups will be represented on council which will now pitch in direction of cooperating with all agencies of government in defense effort. White House mandate aspect has been discarded.

HARRISON M. DUNHAM, who resigned last month as manager of KTTV (TV) Los Angeles, is organizing motion picture group to produce, sell and distribute films for TV. He was instrumental in transaction whereby Los Angeles *Times*, KTTV owner, acquired Massouri studios last year.

THOUGH NARTB-TV (NAB) pitch for video members to join new branch of association has been out only few days, return mails are bringing surprisingly large number of contracts. Fifty-five of 107 TV outlets signed pledge of support at Jan. 19 Chicago meeting.

AM NETWORK likely to be used by Kellogg Co. for *Wild Bill Hickok* series, with TV program spotted nationally. Product slated to be Corn Pops. Kellogg agencies are Kenyon & Eckhardt and Leo Burnett Co. Program is Reynolds Production package.

TV COMMERCIALISM DRAWS HENNOCK WARNING

FCC COMR. Frieda B. Hennock warned educators Saturday that shortly after TV freeze is thawed, majority of channels will be claimed for commercial use. "Once acquired by commercial interests," she added, "it is unlikely that they can ever be redeemed for educational use."

Miss Hennock was discussing "Education's Opportunity in Television" before Sixth Annual Michigan Radio-Television Conference, Michigan State College, East Lansing, Mich. Borrowing a George Bernard Shaw phrase, Commissioner cautioned educators, "Get what you want or you will be forced to like what you get."

RCA DECLARES DIVIDEND

RCA board on Friday declared dividend of 87½ cents per share on outstanding shares of $3.50 cumulative first preferred stock, for period Jan. 1-March 31, Brig. Gen. David Sarnoff board chairman, announced following meeting. Dividend is payable April 2 to holders of record at close of business March 12.

'VOICE' AWARD SERIES

RECORD albums to be given by Voice of America for best letters on aspects of U. S. that interest Voice listeners abroad. Offer made on new Jo Stafford transcribed series with singer using guest interviews.

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